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

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | **Description: calendar** | **2013-04-05** | | **Description: clock** | 11:00 am EDT  ⦁ 1 hour | | **Description: telephone** | **Dial In #: 1-619-326-2730 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)  **[]** Dave Craft \*  (\*Voting companies/\*\* alternates) | | | |
| **Description: note** | **Minutes** | |
| Topic | | Topic Leader | | |  | *Notes* | |
| 1. Meeting Minutes | |  | | |  | | |
| 1. AgGateway Antitrust Policy | | |  | | --- | |  | | | |
| 1. Approval of Prior Meeting Minutes from 2/1/13 | |  | | |
| 1. Review Action Items from last meeting | | Nancy Appelquist | | |  | | |

|  |  |  |
| --- | --- | --- |
| 1. MCC Committee Split Update | Susan Ruland |  |
| 1. Newsletter Planning - current | Nancy Appelquist | |  |  | | --- | --- | | **Due Date:** Friday April 19 |  | | 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 Carrabin | | Mid-Year Meeting | Pam Wilson, AGDATA | | Hold the Date for Annual Conference | Wendy Smith | | Individual Project Update | Marilyn Hunter | | Leadership Profile |  | | CRM Article | Nancy Appelquist | | Pail Article | Susan Ruland | |
| 1. Newsletter Planning - next | Nancy Appelquist | |  |  | | --- | --- | | **Due Date:** Friday May 17 |  | | Title/Subject | Author | |  |  | | Conner's Corner | Rod Conner | | New Member Articles | Nancy Appelquist | | AGIIS | Matt Weeks | | AgGateway In The News | Andriana Doukas | | Crop Protection | Cindy Camacci | | Mid Year Meeting - Not Too Late To Register | Julie Benick | | Individual Project Update | Marilyn Hunter | |
| 1. Council Sell Sheets Update | Susan Ruland |  |
| 1. AgGateway Marketing & Communications Plan Update | Susan Ruland |  |
| 1. Marketing and Communications – 30/60/90 day update | Susan Ruland |  |
| 1. Onboarding Update | Andriana Doukas | *\*Susan to give update on presentation* |
| 1. Orientation Pod Cast | Susan Ruland |  |
| 1. Branding Guidelines | Dave Craft |  |
| 1. Create and Execute a Benchmark Survey | Nancy Appelquist |  |
| 1. 2013 Objectives | Nancy Appelquist |  |
| 1. Leadership Profile | Nancy Appelquist | Assign the task to a team member to contact the leader and get the base article to Susan. Doug Mills is a good one to start with Jeff Kaiser (from John Deere) |
| 1. New Business | Nancy Appelquist | *Ways promote mid-year meeting* |
| 1. Review New Action Items | Nancy Appelquist |  |
| 1. Upcoming Meetings | Note Taker | ***Next meeting 5/3/2013 11:00 AM EDT (10:00 CT, 9:00 MT, 8:00 PT)*** |

|  |  |  |
| --- | --- | --- |
| **Active Action Items List as of 03/1/2013 New items in Bold font** | | |
| **Accountable** | **Action** | **Status** |
| Susan | Reviewing/editing council sell sheets and will provide feedback at the next meeting. |  |
| Wendy | Follow-up with Dave Craft regarding Branding Guidelines & Applied Standards logo usage. |  |
| Wendy | Provide Meri with accurate/complete list of Chair & Vice Chairs for councils & committees including liaisons so AGW website can be updated correctly |  |
| Nancy | Ask Andreas /Tim Piper to write (or provide a recommendation for an author) article for March newsletter on Irrigation group within Precision Ag | *Tabled until May issue* |
| Susan | Create a presentation based on discussion of Onboarding Process Outline | *Draft completed presentation* |
| 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 | *Completed* |
| Susan | Write up a little information about the change from Membership & Communications into 2 separate committees to add to the meeting minutes | *Completed* |
| 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   2013 Objectives | *Completed* |
| Wendy | Follow up on the allied provider minutes of the Nov 8th conference meeting. | *Completed* |
| 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 | *On – Going: This will continue to happen each month.* |
| Nancy | Email Marilyn about April article for Seed Connectivity II update | *Completed* |
| Wendy | Talk with Rod to determine a list of questions to ask a member for a “Leadership Profiles” article. The questions need to be determined by end next week. |  |
| Nancy | Will send a list of the possible questions for the “Leadership Profiles” to Susan and Wendy. | *Completed* |
| Nancy | Add creation of the schedule for Leadership Profiles to next month’s agenda. Also we need to assign the task to a team member to contact the leader and get the base article to Susan. Doug Mills is a good one to start with Jeff Kaiser (from John Deere). A suggestion for the questions is around the career path. | *Completed* |
| Wendy/Susan | Revisit the idea that we have a membership drive article in the April 1st newsletter. | *Postpone until membership drive is planned* |
| All | Submit their comments or suggestions about the current draft of the communications plan to Susan and Wendy by the March 15th. | *Completed* |
| Susan | Will send Marketing and Communications 30/60/90 day plan update in email | *Completed* |
| Wendy | Wendy will send Andriana the segments for the onboarding process |  |
| Andriana | Andriana will get Wendy what she would like to have communicated to the council chairs about the onboarding process. |  |
| Susan | Will send out an updates on the council sell sheets and approach. | *Completed* |
| Wendy | Will send a list of the chairs and their email address to Andriana. |  |

Note Taker Schedule:

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

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