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

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| |  |  | | --- | --- | | **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**   |  |  | | --- | --- | | **[X]** Nancy Appelquist \*(Entira)  **[X]** Andriana Doukas\* (Agrian)  **[X]** Lorie Gasso\* (CSC/AgGateway)  **[X]** Meri Kotlas (AgGateway) | **[]** Sara Novak\* (AFIA)  **[X]** Victoria Peoples\* (Bayer CropScience)  **[X]** Marcia Rhodus\* (Monsanto Co)  **[X]** Susan Ruland \*(AgGateway)  **[]** Wendy Smith\*\* (AgGateway)  **[]** Dave Craft \*  (\*Voting companies/\*\* alternates) | | | |
| **Description: note** | **Minutes** | |
| Topic | | Topic Leader | | |  | *Notes* | |
| 1. Meeting Minutes | |  | | | *Marcia – Note Taker* | | |
| 1. AgGateway Antitrust Policy | | |  | | --- | |  |   *All Agreed* | | |
| 1. Approval of Prior Meeting Minutes from 3/1/13 | | *No corrections*  *Lori moved to approve*  *Marcia 2nd*  *All approved* | | |
| 1. Review Action Items from last meeting | | Nancy Appelquist | | |  | | |
| 1. MCC Committee Split Update | | Susan Ruland | | | We are still the M&C committee. April 15th the board of directors will vote whether to split the committee and then it is anticipated we will have two separate committees. Need to define clear roles for the two groups. Wendy will be discussing with Rod next week so we have some direction once we launch the two different committees. The Communications Committee would be defined by the current M&C Committee and the 2013 marketing communications plan. This topic will be left on agenda for next month. Everyone will need to think about if they want to stay on Communications or move to the Membership Committee. Can be on both. | | |
| 1. Newsletter Planning – current   *Note:* After the meeting Susan found out from Rod that the PAIL article should be moved from the May to June issue – this move has been reflected in the minutes. | | 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 | Julie Benick | | Hold the Date for Annual Conference | Wendy Smith | | Individual Project Update – AIDC Project | Marilyn Hunter | | Leadership Profile – Doug Mills | Susan Ruland /Marcia Rhodus | | CRM Article | Nancy Appelquist | | AIDC Educational | Marcia Rhodus | | | |
| 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 | | Leadership Profile | Susan /Marcia | | Annual Conference | Karen Thomas | | PAIL article | Susan Ruland | |  |  | | | |
| 1. Council Sell Sheets Update | | Susan Ruland | | | Reviewed the sheets that Susan sent out. Identified that it is important to maintain consistent branding across materials from the various councils. We’ve created a general AgGateway Value sheet as a template for all others to follow that will keep the branding message consistent. Susan plans to have all of the council value sheets converted next week for Liaisons to share with their councils. The Allied Providers is slightly different based on the approach they have taken. Councils will approve their drafts and bring back to committee for final approval. Lorie suggested that each council needs to address the testimonial box (“What our Members say”) to customize. | | |
| 1. AgGateway Marketing & Communications Plan Update | | Susan Ruland | | | Plan has a monthly calendar – we’ve understood from the beginning that more is included in the plan than we can likely complete, but many of the items are progressing well.   * Good progress on website, videos, Council/value flyers, onboarding presentation. Work on the Media List and connecting with trade pub editors and trade association communications staff are areas that still need work. * Susan meeting with SPADE team next week on SPADE and SPADEII, which may add some items to the plan. * In future we should have calendar as part of our discussion   ***Action Item: Nancy to add as an agenda item going forward*** | | |
| 1. Marketing and Communications – 30/60/90 day update | | Susan Ruland | | | Videos: AgGateway Promo video is now on the website. Suggested it be added to Rod’s presentation when he speaks in front of groups. Next steps include posting testimonial video clips to the website. Susan will be working on this next then will begin working on the Annual Conference Promo video.  Press Releases: MYM press release (Registration open) to be completed and distributed within the next week. Possible Tonnage press release in April; PAIL press release in mid-May. Susan working on a list and timeline of upcoming press releases with Wendy and Rod.  Meetings/Trade Events:  **April** - SPADE-USDA meeting on April 16 for AgGateway representatives to talk with USDA about standards work. Rod and others will also meetings with other trade associations in DC that week.  **May** – United Fresh 2013 – tentative pending prioritization; San Diego May 14-16  **June** – MYM (conflicts w/ ASTA Convention in Nashville). EITA New Agriculture – tentative; Cornell University, Ithaca, June 27-28 | | |
| 1. Onboarding Update | | Andriana Doukas | | | Draft of onboarding presentation is ready – take a few minutes to review and get feedback to Susan by EOD next Wednesday. We want to give the first Onboarding webinar in a couple of weeks. Posted on M&C page under onboarding.  ***Action Item: All to review the presentation and send any comments to Susan by EOD Wednesday for comments.*** | | |
| 1. Orientation Podcast | | Susan Ruland | | | In progress | | |
| 1. Branding Guidelines | | Dave Craft | | | ***Action Item: keep Branding Guidelines on the agenda but change Topic Leader to Susan. She’ll be working with Wendy on this, with AP Chair Charlie Nuzzolo, and report back to the committee.*** | | |
| 1. Create and Execute an AgGateway Awareness Benchmark Survey | | Nancy Appelquist | | | Susan and Wendy are working on an RFP to send out to a list of vendors for the benchmark awareness survey. (If anyone wants to suggest a research vendor they can still get those contacts to Susan.)  ***Action item: Nancy to keep as topic for next month- move up on agenda*** | | |
| 1. 2013 Objectives | | Nancy Appelquist | | | ***Action item: Nancy to keep as topic for next month- move up on agenda*** | | |
| 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, or Jeff Keiser (from John Deere)  Marcia will manage this – can remove from agenda as a topic. | | |
| 1. New Business | | Nancy Appelquist | | | Discussion on ways to promote mid-year meeting:   * e-blast, newsletter articles and press release are in current plan. It was suggested to get the press release to the targeted trade associations, which will be done as part of regular press release distribution. * Bring another member of your company (colleague) to expand membership within company. (Because there is no registration fee we could market this as “getting a taste of AgGateway” for no reg fee.) * targeted blurbs to association partners – encourage them to promote in their newsletters, websites   ***Action Item: Susan to share the above ideas with Wendy*** | | |
| 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)*** | | |

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| **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. | *Will be completed during this meeting* |
| Wendy | Follow-up with Dave Craft regarding Branding Guidelines & Applied Standards logo usage. | *Wendy reports that Charlie Nuzzolo (chair of AP Council) is managing this issue. Next Wednesday Wendy, Charlie and Susan will be meeting to discuss. Will have update by next meeting. May need to have a special call in addition to our regular call to discuss.* |
| Wendy | Provide Meri with accurate/complete list of Chair & Vice Chairs for councils & committees including liaisons so AGW website can be updated correctly | *Completed* |
| Nancy | Ask Andres /Tim Piper to write (or provide a recommendation for an author) article for March newsletter on Irrigation group within Precision Ag | *Tabled until June issue*  *Completed - Susan meeting with the SPADE folks next week and will take opportunity to get contacts/info to write the article.* |
| Susan | Create a presentation based on discussion of Onboarding Process Outline | *Completed - Presentation has been completed and will be speaking about it on today’s call. Document is on the website committee page now.* |
| 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 – expect that first onboarding webinar will be held in late April.* |
| 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 podcast because it’s turning out to be difficult to get quality 3. 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 | *Ongoing: 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. | ***Open – Meeting with Rod on Tuesday and will discuss*** |
| 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 Keiser (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. | *Open - 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* |
| Andriana | Andriana will get Wendy what she would like to have communicated to the council chairs about the onboarding process. | *Complete* |
| 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. | ***Open-Andriana checking*** |
| Nancy | *Add* AgGateway Marketing & Communications Plan Update *as an agenda item going forward* |  |
| All | *Review the Onboarding presentation and send any comments to Susan by EOD Wednesday for comments.* |  |
| Nancy | *Keep* Create and Execute a Benchmark Survey & 2013 Objectives *as topic for next month- move up on agenda* |  |
| Susan | Share with Wendy the ideas presented to promote MYM | Completed |
| Susan | Talk with Wendy about the leadership questions and send to Marcia | Completed |
| Susan | When available share the roles and responsibilities between the Membership and the Communications Committees. |  |

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 |