## AG_logo.gif Membership & Communications Committee Agenda

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| |  |  | | --- | --- | | **calendar** | **2012-01-06** (Friday) | | **clock** | 11:00 am EDT (10:00 am CT, 9:00 am MT, 8:00 am PT)  ⦁ 1 hour | | **telephone** | **Dial In #: 1-218-936-7999 Meeting ID: 806603** | | **monitor** | |  |  | | --- | --- | |  |  | | | **Contact**: Marcia Rhodus ⦁ M&C Committee Chair ⦁ 314-694-8759 ⦁ marcia.k.rhodus@monsanto.com ⦁ Nancy Appelquist ⦁ M&C Committee Vice Chair ⦁ Nappelquist@entira.net  **users1 Attendees**   |  |  | | --- | --- | | **[X]** Andriana Doukas\* (Agrian)  **[X]** Nancy Appelquist \*(Entira)  **[ ]** Rod Conner (AgGateway)  **[X]** Jerry Coupe\* (Wilbur Ellis)  **[X]** Dave Craft\* (SSI)  **[ ]** Lorie Gasso\* (AgGateway)  **[ ]** Marilyn Hunter (AgGateway)  **[NA]** Victoria Peoples\* (Bayer Cropscience) | **[ ]** Jessica Perry\* (Mosiac Co)  **[X]** Marcia Rhodus\* (Monsanto Co)  **[X]** Frank Rydl \*(Key Cooperative)  **[X]** Meri Kotlas (AgGateway)  **[X]** Wendy Smith\* (AgGateway)  **[X]** Sara Novak\* (AFIA)  (\*Voting companies/\*\* alternates) | |

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| **note** | **Agenda** | | |
| Topic | | | Topic Leader | | Desired Outcome | Notes | |
| 1. Meeting Minutes | | | Marcia Rhodus | | Minute-taker assigned | *Lori Gasso was scheduled; Frank Rydl took the meeting notes in her absence* | |
| 1. AgGateway Antitrust Policy | | | Agreement to abide by [click to view antitrust guidelines](http://www.aggateway.org/LinkClick.aspx?fileticket=UanKpDrdcnk%3d&tabid=520) | *All agreed to abide by the guideline* | |
| 1. Approval of Prior Meeting Minutes from Annual Conference | | | Team has approved minutes or agreed on updates for the **12/15/2011 Meeting** | *Dave/Nancy to approve the December 15 meeting minutes – Unanimously approved* | |
| 1. Review Action Items from last meeting | | | Marcia Rhodus | | Review Status of Action Items | *Reviewed the agenda prior to starting the formal portion of the meeting. Reviewed action items – see notes in the Action Item section which follows the agenda.* | |
| 1. Jan/Feb Newsletter Planning | | | Nancy Appelquist | | Plan for Jan/Feb newsletter in place | *Proposed Articles from Dec. 15th meeting:*  ***ACTION:*** *Nancy will revise the deadlines for Newsletter and send to Frank for inclusion in the notes*  ***ACTION:*** *Nancy will also place the deadlines in the events calendar.*   * *New member article – Nancy Appelquist – article already in on Ceres Solution* * *Conner’s Corner – Rod Conner – Nancy send reminder of Deadline* * *AGIIS Update – Wendy Smith* * *Tonnage Reporting Project – Marilyn Hunter –* ***ACTION:*** *Wendy will follow-up with Marilyn today* * *Gateway to Ag Careers – Donna Skene* * *Getting the Most out of AgGateway – Wendy Smith – Additional article/replacement article about changes to CSC staff.* * *CCP –paragraph to follow-up on Save the Date announcement about this meeting – Marcia – hotel, registration available, normal layout, etc.*   *Flow of getting the newsletter out – talking about the process on a call*   * *Nancy will ask the authors to send the articles to her and to Andriana* * *Andriana edits the articles and provides to Meri* * *Meri places the articles in the newsletter format* * *Meri sends to Andriana, Wendy and Rod Conner*   ***ACTION:*** *Wendy to write up the process so we have it documented; include the standing articles in this document*  *Sara suggested another topic for this newsletter – AgGateway and AFIA IT Innovation Award – deadline for the award nominations is February. Nancy noted that we would have a follow-up article once the winner is selected.*  *Marcia referenced the use of project updates from Marilyn and the use of that for the newsletter –* ***ACTION:*** *Wendy will follow-up with Marilyn on this and validate or let all know*  *March newsletter article ideas – deadline is in February*   * *New member article -* * *Conner’s Corner - Rod* * *AGIIS Update - Wendy* * *Harmonization Project – Marilyn and Jim* | |
| Jan/Feb Newsletter Planning continued | | |  | |  | * *Membership Drive - Wendy* * *Blurb about other articles about AgGateway that people might be interested in* * *Seed Connectivity Project II – identifying participants, timelines* | |
| 1. Membership Drive Plan of Action | | | Wendy Smith | | Provide any updates on upcoming Membership drive | *Reviewed the proposed plan with Rod Conner on January 4th and he approves the concept and the promotional amount (10% discount for new members that sign up by June 1). Will be included as a topic on the January 16 BOD meeting to introduce the concept to the Council Chairs and Vice Chairs and solicit their participation.*  *Plan to kick off the Membership drive mid-February and run through the end of May*.  *Provides opportunity to develop implementation plan for the onboarding process*.  *Need a group to work on the messages/topic for the*  ***ACTION:*** *Wendy will create formal document for the Membership Drive*  ***ACTION:*** *Marcia will set an on boarding meeting prior to the first week of February.*  *Marcia noted that she is unavailable for the M&C Committee meeting in February and will work with Nancy to get that covered.* | |
| 1. Committee Objectives | | | Marcia Rhodus | | Team Understands and agrees on Objectives for 2012 | *2012 Overall AgGateway Objectives - M&C objectives should support these.*  ***#1:*** *With continued focus on standards, connectivity, and strengthening current councils through planning, increase the number of functioning industry segment councils in AgGateway to 10.  A functioning council means that the members are actively planning and/or executing connectivity among the trading partners in their respective segments.*  ***#2:*** *Create and provide tools that provide value of eBusiness within organizations. Specifically,  engage an educational resource to develop two educational courses and two eBusiness strategy presentations for members to use within their organizations.*  ***#3:*** *Provide and communicate tools, services, and resources to increase ease of successful eBusiness implementations.  Specifically, implement self-service and in-person “enabling services”, provide enabling services to at least 10 companies , create at least one tool and/or tool enhancement to facilitate the current AGW project implementation process, and update and communicate the portfolio of standards and services available to members.* | |
| Committee Objectives continued | | | |  | |  | ***#4:*** *Adjust and  continue to execute the marketing plan, engage a marketing resource to achieve a more robust execution of the plan and to create effective promotions to increase AgGateway membership by at least 10% and expand the use of eBusiness by 75 connections in 2012. Develop 2013-2015 marketing plan.*  ***#5:*** *Expand the number of working relationships with Ag industry trade groups to at least 10*  *M&C Objectives proposed by Marcia*   1. *Recruiting new members for AgGateway.  Rod Connor signaled during his opening remarks at this year’s annual conference plans for additional councils over the next few years. What a great source of new energy, ideas and enthusiasm!* 2. *Updating our current process for on-boarding process new members. As part of this work, our committee will be developing a number of tools that will be useful when assimilating new members into the AgGateway Organization.*   *Suggested we*   * *may want to consider broadening the first objective to encompass support of AgGateway growth in Councils and Members*   *consider an objective re: implementation/support of the 2012 M&C ACTION: Marcia will revise and send to Meri the update*  ***ACTION:*** *Wendy and Marcia will write up the revised objectives by 1/20* | |
| 1. New Business | | | |  | | Team understands status, next steps | *Website – request for AgGateway News and Industry News items made the request of the committee regarding keeping that information fresh*  *Marcia suggested a March newsletter article on this to solicit*  *Twitter and Facebook question – not actively managing today, explained about the resources planned to develop a social networking strategy.* ***ACTION:*** *Wendy will validate in plan for 2012*  *Nancy wanted to make sure we are aware, implementing, confirm that it falls in the purview within the*  *2012 AgGateway Marketing and Communications Plan and implementation – working on revising the M&C document, and hope to have something to share in February, at the latest in March. Include as agenda topic ongoing.* | |
| 1. Upcoming Meetings | | | |  | | Set time & date for next meeting and future meetings. | ***Next meeting 02/03/2012 11:00 PM EDT (10:00 CT, 9:00 MT, 8:00 PT)*** | |
| **Active Action Items List as of 11/09/2011** | | | | | | | | | |
| **Accountable** | | | **Action** | | | | | **Status (as of 12/15/2011)** | |
| **Wendy Smith** | | | Follow up with Marianne Embree, Christine Dingman and Marcia Rhodus on completion of the Value Propositions for Crop Nutrition and Seed. Wendy to also provide current draft. | | | | | *Open* | |
| **Wendy Smith** | | | Create a proposal for a Membership Drive Plan with timelines to allow for discussion. | | | | | *In progress* | |
| **All** | | | Rod Connor has asked for suggestions from our committee for future Rod’s Corner articles. Suggestions should be submitted directly to Rod. | | | | | *In progress* | |
| **Nancy** | | | Confirm with Andirana that she is still willing to edit the newsletter. | | | | | *Completed – Andriana confirmed she will stay on as the Newsletter editor.* | |
| **Marcia** | | | Write up goals and send out to group. | | | | | *Completed yesterday* | |

Note Taker Schedule:

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| **Meeting Date** | **Note Taker Assigned** |
| 6-Jan-12 | Lori Gasso |
| 3-Feb-12 | Frank Rydl |
| 2-Mar-12 | Marianne Embree |
| 6-Apr-12 | Nancy Applequist |
| 4-May-12 | Dave Craft |
| 1-Jun-12 | Andriana Dooukas |
| 6-Jul-12 | Victoria Peoples |
| 3-Aug-12 | Jessica Perry |
| 7-Sep-12 | Jerry Coupe |
| 5-Oct-12 | Lori Gasso |
| 2-Nov-12 | Nancy Applequist |
| 7-Dec-12 | Victoria Peoples |

Newsletter Article Due Dates:

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| **Article Due Date** | Newsletter |
| 20-Jan-12 | February |
| 17-Feb-11 | March |
| 16-Mar-11 | April |
| 20-Apr-11 | May |
| 18-May-11 | June |
| 15-Jun-11 | July |
| 20-Jul-11 | August |
| 17-Aug-11 | September |
| 21-Sep-11 | October |
| 19-Oct-11 | November |
| 16-Nov-11 | December |
| 21-Dec-11 | January |