##  AG_logo.gif Membership & Communications Committee Minutes

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| **calendar** | **2012-02-03** (Friday) |
| **clock** | 11:00 am EDT (10:00 am CT, 9:00 am MT, 8:00 am PT)⦁ 1 hour |
| **telephone** | **Dial In #: 1-218-936-7999Meeting ID: 806603** |
| **monitor** |

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 | **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**

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| **[ ]** Andriana Doukas\* (Agrian)**[X]** Nancy Appelquist \*(Entira)**[ ]** Rod Conner (AgGateway)**[X]** Jerry Coupe\* (Wilbur Ellis)**[X]** Dave Craft\* (SSI)**[X]** Lorie Gasso\* (AgGateway) **[X]** Victoria Peoples\* (Bayer Cropscience) | **[ ]** Jessica Perry\* (Mosiac Co)**[NA]** Marcia Rhodus\* (Monsanto Co)**[ ]** Frank Rydl \*(Key Cooperative)**[X]** Meri Kotlas (AgGateway)**[X]** Wendy Smith\* (AgGateway)**[ ]** Sara Novak\* (AFIA)(\*Voting companies/\*\* alternates) |

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| **note** | **Agenda** |
| Topic | Topic Leader | Desired Outcome | Notes |
| 1. Meeting Minutes
 | Nancy Appelquist | Minute-taker assigned |  *Lorie Gasso*  |
| 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 guidelines* |
| 1. Approval of Prior Meeting Minutes from Annual Conference
 | Team has approved minutes or agreed on updates for the **1/6/2012 Meeting** | *Not available at this time. We will approve at our next meeting.* |
| 1. Review Action Items from last meeting
 | Marcia Rhodus | Review Status of Action Items | *Reference the Action item summary at the end of this document for updates on the outstanding action items*  |
| 1. March Newsletter Planning
 | Nancy Appelquist | Plan for March newsletter in place | ***January/February Newsletter*** *missed an article on the Click Survey.* * *Wendy asked Jim if he wants in March news letter, waiting to hear back.*

*March Newsletter Ideas – Article deadline is February 17** *Conner’s Corner*
* *Harmonization Project – Jim Wilson*
* *Tonnage Reporting or Seed Connectivity II (in depth) Marilyn to choose*
* *New Member Articles - Nancy submitted new member article (Great American Insurance). Waiting on contact information from Meri for Honeywell, another (KC Holland) has not returned her call*

*ACTION: Meri send Nancy contact information for Honeywell – Completed during the call** *AGIIS Update – Details about Future Vision (Wendy is contact for all AGIIS TF)*
* *CCP (Pam Wilson),*
* *Membership Drive (Wendy),*
* *Gateway to Ag Careers (Donna Skene)*

*Deadline for March articles is 2/17/12** *CCP meeting on 2/23 asked for an extension for due date to 2/24. Discussing changing the format of CCP. Needs to be included in March newsletter.*

*Jan/Feb Newsletter AgVantage was misspelled as AdVantage.****ACTION:*** *NANCY –Talk to Andriana about the best way to handle correcting of the misspelling of AgVantage****ACTION*** *Nancy to follow on all news articles, asking all authors to include the titles for their articles* |
| 1. Processing for creating News Letter
 | Nancy Appelquist |  | ***AgGateway Newsletter Creation Process***1. *M&C Committee reviews articles for the upcoming newsletter on the monthly call prior to the newsletter issuance.*
2. *M&C Committee Vice Chair (Nancy Appelquist) sends out reminders to all authors on deadline for submission (third Friday of the month prior unless the group decides to extend the deadline)*
	1. *and requests they send their articles to the Newsletter Editor (Andriana Doukas),*
	2. *provides the Editor’s email address,*
	3. *And asks them to cc: the Vice Chair (Nancy) by the deadline.*
3. *Authors send articles sent to the Editor (Andriana) with a copy to the M&C Committee Vice Chair (Nancy).*
4. *Editor (Andriana) edits the articles and sends the articles to AgGateway Website Support (Meri Kotlas) as soon as possible following the editing.*
5. *Website Support (Meri) inserts the articles, formats the newsletter and sends the newsletter out for final review with a deadline for comments/changes to the*
	1. *Editor (Andriana)*
	2. *Vice Chair (Nancy)*
	3. *M&C Committee Chair (Marcia Rhodus)*
	4. *AgGateway EVP/COO (Wendy Smith)*
	5. *And cc’s the AgGateway President/CEO (Rod Conner).*

*ACTION: Meri to ensure the above list of people is included in the distribution list for the draft newsletter. (She confirmed on the call that they were)*1. *Website Support (Meri) sends the final version of the newsletter to the Vice Chair (Nancy) and the EVP (Wendy) for final approval and release to publish.*
2. *Once approval received, Website Support (Meri) publishes the newsletter during the first week of the month*
	1. *By posting on the AgGateway website under AgGateway News*
	2. *Via email (through Constant Contact) to the Newsletter mail list containing members and non-members interested in AgGateway*
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| 1. Membership Drive Plan of Action
 | Wendy Smith | Provide any updates on upcoming Membership drive | *Wendy spoke with BOD on 1/16/12 about the membership drive concept. Asked BOD to provide target company list for their council and the key benefits of membership by 2/13.* *Concept shared:**We need to work with the Councils to identify targets and define the key points/benefits for their council.* *We would use this information to develop communication pieces with the help of the M&C and would solicit membership by implementing a communication plan aimed at engaging specific targets as well as the general Ag Industry.**(Such as email blasts (target list identified by the Councils), articles in association communications, trade show participation, opportunity in the website, follow-up with personal call for the council/member identified.).* *We would have a membership promotion whereby we would offer new member discount if the new member joined AgGateway by June 1, 2012.Waiting for them to get back to me.**Noted I have not had a chance to formalize the membership document, currently plan create the document and send to the group the week of 2/20 and ask for feedback. Will plan to present at the March 2 meeting**Articles intended to go into trade association newsletter. AFIA (discussed with Sara) Note: it would be better for assoc member to write the articles… Trade shows, website, follow up with personal call by council member or chair. Council member deadline is 2/13. Kick-off may be delayed to 3/15. MC next meeting on 3/2. Identify key benefits, update sell sheets. .* ***ACTION:*** *Wendy will create formal membership drive plan and, send to the MC week of the 2/20, for discussion on the March 2 call.**Noted since waiting on the councils can’t create the following documents quite yet. Considering the following communication pieces** *General email - target non-members on newsletter mailing list*
* *Targeted email - Customized for companies on council target lists*
* *Articles intended to go into association member newsletters – targeting association members that are not members of AgGateway*
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| Membership Drive Plan of Action continued |  |  | *Suggestion that we might want association member to be co-authors or the author, provide the key 5 bullet points and ask them to write the article** *Website on the AgGateway home page - general*
* *Trade show – promotional flyer promote – general*
* ***ACTION:*** *Wendy to determine whether we will have a trade show at PSIC and/or which of our members will attend*

***ACTION:*** *Wendy to send the current proposed trade show schedule, with ones we’re attending flagged to the M&C Committee and post to AGW Marketing calendar**Noted at tradeshows, we use the relevant Council Value/Sell sheet and a ½ page sheet promoting AgGateway in general.* ***ACTION:*** *Wendy will create an AgGateway Publications folder on the M&C webpage and will post the half sheet. She will send an email to the group once that is completed.**Victoria, Nancy, Dave and Meri will help with the trade show flyer –* ***ACTION:*** *Wendy will send them some examples of marketing material used in the past to promote AgGateway.**We can work on General email. Customized – need info from Council. Articles in assoc member newsletter need customized to the council that the member is associated. Web can be worked on now and trade shows can be worked on now**Wendy can coordinate.* ***ACTION*** *Councils provide information on key points for Assoc Member newsletter.****ACITON: General fliers*** *Victoria will put ideas together into final document, Meri will do graphics, Dave will provide feedback* |
| 1. New Business
 | Nancy Appelquist | Team understands status, next steps | *Wendy updated webpage with Meri’s help; – added Andriana as the Newsletter editor, updated liaisons and other members, updated the meeting information.* *Nancy wanted to do a recurring event for newsletters, having trouble making recurring meeting agenda item. Check start and end date. Start date and end date have to be the same, put recurrence end date. May want to copy into new event so title can be Deadline for Mar Newsletter, Deadline for April Newsletter, etc.**Meri asked Nancy to confirm that she received an email from Meri while on the call as she was included in the original distribution of the draft newsletter.* |
| 1. On Boarding
 | Marcia Rhodus | Provide updates on progress | *Meeting has been rescheduled* |
| 1. Review Liaison Communication List
 | Marcia Rhodus |  | *Make sure that all councils are represented. AP Lorie, AR Frank Ridel, CN Jessica Perry, CP Victoria, MT Marcia, PA Jerry Coup, Feed Marcia.* ***No one from OH******ACTION****: Group – Review M&C membership liaison list for accuracy.****Are there communication points to report to councils?*** *– none for this month* |
| 1. Upcoming Meetings
 |  | Set time & date for next meeting and future meetings. | ***Next meeting 03/02/2012 11:00 PM EDT (10:00 CT, 9:00 MT, 8:00 PT)*** |

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| **Active Action Items List as of 2/03/2012**  |
| **Accountable** | **Action (Items in bold are new)** | **Status (as of 2/3/2011)** |
| **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 – he received feedback from Jerry Coupe*  |
| **All** | **Review M&C membership liaison list for accuracy** |  |
| **Council Liaisons** | **Provide information on council’s key points for Assoc Member newsletter.**

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| ***AP Lorie*** | ***MT Marcia*** |
| ***AR Frank Ridel*** | ***PA Jerry Coup*** |
| ***CN Jessica Perry*** | ***Feed Marcia*** |
| ***CP Victoria*** | ***No one from OH*** |

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| **Dave** | **Review General Fliers and provide feedback** |  |
| ***Meri*** | ***Do graphics for General Fliers*** |  |
| **Marcia** | Schedule next On Boarding session  | *Scheduled but cancelled due to lack of participation, rescheduled for Feb. 23 at 10:00 a.m. ET* |
| **Nancy** | **Talk to Andriana about the best way to handle correcting of the misspelling of AgVantage in the Jan/Feb newsletter.** |  |
| **Nancy** | **Follow on all news articles, asking all authors to include the titles for their articles** |  |
| ***Victoria*** | ***Put ideas together for General Fliers into a final document*** |  |
| **Wendy and Marcia** | Revise objectives by 1/20 | *Open due to Wendy’s travel and illness. Wendy will send out the objectives prior to our next meeting* |
| **Wendy** | Check on usage of current Twitter and Facebook accounts with AgGateway and how we might utilize these tools with membership drive and on boarding process. | *Open* |
| **Wendy**  | Check with Marilyn to confirm how she will be providing project updates for newsletter | *Open* |
| **Wendy**  | Check with Marilyn to confirm how she will be providing project updates for newsletter | *Open* |

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| **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.** | *Remains open* |
| **Wendy Smith** | **Create a proposal for a Membership Drive Plan with timelines to allow for discussion.** | *In progress – communicated to the BOD at their meeting on Jan. 16 and asked them to provide the target company list for their Council and the key benefits of membership in their Council to me by February 13, 2012.*  |
| **Wendy Smith** | **Create formal membership drive plan and, send to the MC week of the 2/20, for discussion on the March 2 call.** |  |
| **Wendy Smith** | **Send group list of proposed trade show schedule with ones AGW to attend flagged.** |  |
| **Wendy Smith** | **Create AGW Publications folder on M&C web page, *post the half sheet. Send an email to the group when done.*** |  |
| **Wendy Smith** | **Send the current proposed trade show schedule, with ones we’re attending flagged to the M&C Committee and post to AGW Marketing calendar** |  |
| **Wendy Smith** | **Create an AgGateway Publications folder on the M&C webpage and will post the half sheet. She will send an email to the group once that is completed.** |  |
| **Wendy Smith** | **Determine whether AGW will have a trade show at PSIC and/or which of our members will attend** |  |
| **Wendy Smith** | **Wendy will send Victoria, Nancy, Dave and Meri examples of the promotions material used in the past to promote AgGateway.** |  |
|  | ***Coordinate with Councils to provide information on key points for Assoc Member newsletter.*** |  |
| **Nancy** | Confirm with Andriana that she is still willing to edit the newsletter. | *Completed on our previous call Andriana agreed REMOVE* |
| **Marcia** | Write up goals and send out to group. | *Completed on our previous call REMOVE* |
| **Wendy/Nancy** | Write up process for managing newsletter creation | *Completed: Nancy, Marcia and Wendy completed.* \*Note: *News Letter Creation Process posted to the MC web page* |

Note Taker Schedule:

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| **Meeting Date** | **Note Taker Assigned** |
| 3-Feb-12 | Lorie Gasso DONE |
| 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 | Lorie 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-12 | March |
| 16-Mar-12 | April |
| 20-Apr-12 | May |
| 18-May-12 | June |
| 15-Jun-12 | July |
| 20-Jul-12 | August |
| 17-Aug-12 | September |
| 21-Sep-11 | October |
| 19-Oct-11 | November |
| 16-Nov-11 | December |
| 21-Dec-11 | January |