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

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| |  |  | | --- | --- | | **Description: calendar** | **2012-08-3** | | **Description: clock** | 11:00 am EDT (10:00 am CT, 9:00 am MT, 8:00 am PT)  ⦁ 1 hour | | **Description: telephone** | **Dial In #: 1-218-936-7999 Meeting ID: 806603** | | **Description: 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  **Description: users1 Attendees**   |  |  | | --- | --- | | **[ ]** Andriana Doukas\* (Agrian)  **[ ]** Nancy Appelquist \*(Entira)  **[X]** Jerry Coupe\* (Wilbur Ellis)  **[X]** Dave Craft\* (SSI)  **[X]** Lorie Gasso\* (AgGateway)  **[X]** Victoria Peoples\* (Bayer Cropscience) | **[ ]** Jessica Perry\* (Mosiac Co)  **[X]** Marcia Rhodus\* (Monsanto Co)  **[ ]** Frank Rydl \*(Key Cooperative)  **[X]** Meri Kotlas (AgGateway)  **[X]** Wendy Smith\* (AgGateway)  **[ ]** Sara Novak\* (AFIA)  (\*Voting companies/\*\* alternates) | | |
| **Description: note** | **Agenda** | |
| Topic | | Topic Leader | | Desired Outcome | | Notes | |
| 1. Meeting Minutes | | Marcia Rhodus | | Minute-taker assigned | | *Sarah Novak Note Taker*  *Wendy will take the meeting minutes since Sarah is not on the call.* | |
| 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*   |  | | --- | |  | | |
| 1. Approval of Prior Meeting Minutes from Annual Conference | | Team has approved minutes or agreed on updates for the **3/2 &** **5/4 Meeting** | | ***MSA*** *(Jerry/Victoria) to approve the meeting minutes from Mid-Year Meeting. Unanimously approved.* | |
| 1. Review Action Items from last meeting | | Marcia Rhodus | | Review Status of Action Items | | *Reference updates in the Action item Summary at the end of this document* | |
| 1. Newsletter Planning | | Nancy Appelquist | | Plan for June newsletter in place | | **August Newsletter**   |  |  |  | | --- | --- | --- | | AgGateway Perspective (replaces Conner's Corner) | Tim Piper | x | | AGIIS update | Matt Weeks | x | | SPADE project update | Marilyn Hunter | Wendy following up | | New Member Articles | Nancy Appelquist | none avail | | Membership Drive | Wendy Smith | Will submit Monday | | Annual Conference (sponsorship) | Darlene Gibson | x | | Annual Conference (awards) | Judy Warf | x | | AgGateway In The News | Nancy Appelquist | x | | GTAC | Donna Skene | x |   ***ACTION:*** *Wendy will follow-up with Marilyn re: the SPADE article*  ***ACTION:*** *Wendy will provide the membership drive article by Monday.*  *Victoria drafted the article and sent to Cindy and Dave (CP Chair and Vice Chair) and Marilyn, but has not received their approval yet.*  ***ACTION:*** *Victoria will follow-up with Cindy and Dave (CP Chair and Vice Chair) to try again to get their approval for her article on “What's new in crop protection”. Nancy suggested that she says it will be in the September newsletter unless hears from them to the contrary.*  *Targeting 8/7 and 8/8 for August Newsletter issue date. Meri will start setting up the August newsletter now so it’s ready to go.* | |
| Newsletter Planning (continued) | |  | |  | | **September Newsletter**   |  |  | | --- | --- | | Conner's Corner | Gone Fishing graphic | | AGIIS Update *(DBTF implementation focus)* | Matt Weeks/Wendy Smith | | SPADE | Marilyn Hunter | | New Member Article | Nancy Appelquist | | Annual Conference - education/sponsorship/speakers? | Judy Warf | | Tonnage Project | Marilyn Hunter | | AgGateway In The News - podcast article | Nancy Appelquist | | What's new in crop protection | Victoria Peoples | | New Website | Wendy Smith |   *Discussed ideas for Experts, tips and tricks article* – *suggestion that we target the October newsletter if we do not have a definite idea for who and what. Nancy suggested we call and interview and then right the article for the member willing to share the success story.* ***ACTION:*** *Nancy will interview Key Coop and write an article for the October newsletter.*  *Deadline for September Newsletter Articles - Friday, August 17*  **October Newsletter**   |  |  | | --- | --- | | Conner's Corner | Rod Conner | | New Member Articles | Nancy Appelquist | | AGIIS | Wendy Smith | | Annual Conference | Darlene Gibson | | Annual Conference | Judy Warf | | AgGateway In The News | Nancy Appelquist | | Seed Connectivity II | Marilyn | | How to be successful: Tips & techniques - Key Coop | Nancy Appelquist | | On boarding process | Marcia Rhodus | | New Website | Wendy Smith |   *Further discussion of Tips and Techniques or Success Stories article concept. Title “How to be successful in eConnectivity”? Could include any IT tips. “Tips, Tricks and Connections” or “Connection Tips” Key Coop*  *Suggestion: Article about someone’s experience working on a committee and why valuable to them and their organization (benefits).* | |
| Newsletter Planning (continued) | |  | |  | | ***ACTION:*** *Marcia will take on this article and write from the perspective of the M&C Committee and the* ***On Boarding process***  *Deadline for October Newsletter articles - Friday, September 21* | |
| 1. New Recurring Newsletter Feature - Experts, tips and tricks | | Nancy Appelquist | | Develop concept for new article | | *Discuss the concept and implementation – discussed in the previous (newsletter) section.* | |
| 1. Membership Drive Plan of Action | | Wendy Smith | | Provide any updates on upcoming Membership drive | | *We’ve compiled a list of the companies based on the feedback from the councils and are in the process of identifying specific contacts for each. The offer has been finalized so the offer will be a 10% discount on annual membership which will include a search/view only AGIIS subscription. Depending on when they join, a new member could get additional months for the price of the annual membership. I.e. if they join now, AgGateway would bill for an annual membership now (at the discounted rate) and the new member would not be billed again until November 2013 for the 2014 annual membership, so they effectively would get 16 months for the discounted price on the annual 12 month membership.*  *We just hired a marketing communications coordinator, so Wendy will be working with her to draft the specific content for each potential member. We will send examples to those on the M&C Committee who are interested in reviewing and providing feedback. Those willing to provide feedback: Marcia and Nancy.*  *We plan to start sending out the offers by August 19th at the latest.* | |
| 1. On Boarding | | | Marcia Rhodus | | Provide updates on progress | | *Presented to MT this week (Wednesday) and approved by the MT. The MT will recommend to the BOD to approve as well. Next steps – identify the mentor role and put someone on the M&C Committee in the role of maintaining the list of mentors. Will spend more time discussing this and how we will work in our committee and put some structure around this on our next conference call. This year Nancy and Marcia split roles: Marcia focused on new members and on boarding and Nancy took the newsletter. Do we want the chair to be responsible for the mentors or another person on the committee to be responsible? Newsletter article will be the first step to identifying mentors but we will want to discuss other approaches as well.* | |
| 1. Marketing Calendar | | | Wendy Smith | | Team understands status, next steps | | ***OFA Conference:*** *Marilyn and I represented AgGateway at the recent 2012 OFA Short Course (July 14-17), the premier trade show and conference for the horticulture industry held in Columbus, OH. There was a good amount of interest in our organization and our message and we were able to make contacts with some key influencers in the industry. We will be following up with these contacts to provide more information about AgGateway and enlist them as advocates to re-invigorate the Ornamental Horticulture council.*  ***Upcoming Events:***   * *August: Today, Rod Conner is at the Association of* ***American Feed Control Officials (****AFFCO) meeting in Indianapolis and Marilyn will attend the 2012 Association of American Plant Food Control Officials (AAPFCO) Meeting next week (also in Indianapolis). Tonnage Reporting project* * *In September, we’re participating in the Software Solutions Inc Customer Conference with a presentation and a trade show booth (9/10 and 9/11), and Rod will be attending and presenting at the CropLife America Annual Meeting September 23-26.* * *In October, Rod will participate in the American Feed Industry Association (AFIA) Executive Summit in California* * *In November, we have our 2012 AgGateway Annual Meeting and Conference in Albuquerque November 6-8 and we may attend the Fertilizer Outlook and Technology Conference the following week. We will also attend and have a trade show booth at the Agricultural Retailers Association (ARA) Conference and Expo in San Diego November 27-29.* | |
| 1. Review Current Council Sell Sheets | | | Wendy Smith | | Team understands status, next steps | | *Are all posted on the M&C Committee webpage – posted are the ones we have completed.*  ***ACTION:*** *Wendy will post the draft Council value sheets as well such as for Ag Retail and Crop Nutrition, etc.* | |
| 1. New Business | | | Marcia Rhodus | | Team understands status, next steps | | ***New Website Development Update:*** *The majority of the content has been moved over to the new AgGateway website and Meri is working on final grooming of Tier 1 of the site. Wendy (and the AgGateway staff) needs to provide some new content for the website which Wendy is working on. Once the final grooming is complete (anticipated to be complete this Wednesday, August 1), Meri will bring over all the current users and assign roles such as Member (access to Tier 1 and Tier 2), Non-Member (access only to Tier 1 - Public information), Council/Committee/Project/Task Force**Admin (for Chairs and Vice Chairs and persons responsible for uploading/updating content and other web-related duties for their group), Board of Directors, and Admin. The final step will be loading all the documents to the site from the current AgGateway website. While Meri is doing this, Wendy and the new Marketing Communications Coordinator will do a final review of the current site. Unfortunately, every aspect has taken longer than expected but we are hoping to launch the new site within the next two – three weeks or so.*  ***ACTION:*** *All interested to send Meri a note and she will provide access to the new website in development*  ***Hiring Marketing Resource:*** *We just hired Susan Ruland to be our Marketing Communications Coordinator starting this week. This is a part-time position and Susan will work with Wendy to develop and execute an integrated tactical communication plan in support of the organization’s marketing plan. Responsibilities include production of marketing and promotional materials, execution of corporate communications (press releases, articles in trade publications, emails, etc.), coordination of industry event activities, support of membership and subscription drives, and maintenance of media contact relationships.  The Coordinator will also work with the AgGateway Web Media Support Specialist (Meri) to develop and update content for the organization’s website. Susan brings a tremendous amount of experience and great communication skills to the position, drawing upon her work as Communications Consultant, as a Senior Vice President with the Powell Tate/Weber Shandwick agency, as Vice President, Communications and Meetings for the International Dairy Foods Association, and as an Editor and Editorial Director for Stagnito Publishing Co. We’re very excited to have her join our team and looking forward to her application of her extensive skills to benefit AgGateway.* | |
| 1. Review New Action Items | | | Note Taker | | Team understands status, next steps | | *Not reviewed on the call, but summarized below.*   * *Marcia will take the Marketing calendar off the action item list since included in the agenda as an ongoing topic* * *Marcia will add the topic of using LinkedIn as a communication tool for AgGateway to the M&C Committee agenda for our next conference call.* * *Wendy will follow-up with Rod re: his thoughts on using LinkedIn as a communication tool for AgGateway* * *Wendy will follow-up with Marilyn re: the SPADE article* * *Wendy will provide the membership drive article by Monday.* * *Victoria will follow-up with Cindy and Dave (CP Chair and Vice Chair) to try again to get their approval for her article on “What's new in crop protection” for the September newsletter* * *Nancy will interview Key Coop and write an article for the October newsletter.* * *Marcia will write an article from the perspective of the M&C Committee and the On Boarding process for the October newsletter* * *Wendy will post the draft Council value sheets as well such as for Ag Retail and Crop Nutrition, etc.* * *All interested in taking a look at the new AgGateway website in development to send Meri a note and she will provide access to the new website.* | |
| 1. Review Liaison Communication List | | | Marcia Rhodus | | Liaisons are aware of items they need to take back to their councils. | | |  |  | | --- | --- | | AP -Lorie | MT -Marcia | | AR -Frank Rydl | PA -Jerry Coup | | CN -Jessica Perry | Seed -Marcia | | CP -Victoria | No one from OH or Feed | | Items to be taken to Councils:   * *Continue to work with Councils to complete their Sell Sheets* * *Update Councils on the On-boarding process.*    + *Management Team has approved the proposal and will now go before the board*   + *Will be implementing a mentor program and will asking councils to help us identify individuals who are interested in becoming a mentor for a new member company* * *Kicking off the membership drive August 19th. Will be sending out letters to a targeted group of companies.* * *Inform Councils that we are targeting end of August to roll out the new AgGateway website. More details will be communicated when the site is available.* * *Remind Council members to send any news articles they want to submit for the September newsletter to Nancy Appelquist and Andriana Doukas by August 17th.* | | | |
| 1. Upcoming Meetings | | |  | | Set time & date for next meeting and future meetings. | | ***Next meeting 09/7/2012 11:00 PM EDT (10:00 CT, 9:00 MT, 8:00 PT)***  *Andriana Doukas is on the schedule to take the meeting minutes.* | |

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| **Active Action Items List as of 8/03/2012** | | |
| **Accountable** | **Action** | **Status** |
| 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 In Progress –*** *No additional progress made on this action item* |
| Wendy Smith | 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. | ***Remains In Progress -*** *No additional progress made on this action item* |
| Wendy Smith | Create a formal membership drive plan document and send to the M&C the week of February 20 and plan to present it at the March 2 M&C call. | *Progress made* ***– Remains In Progress –*** *will provide update on progress in agenda topic* |
| Wendy Smith | Send Nancy the Marketing Calendar information so it can be added to the newsletter. | *Closed - update will be provided under that agenda topic during the meeting.*  ***ACTION:*** *Marcia will take off as an action item since included in the agenda as an ongoing topic* |
| Marcia Rhodus | Add the Experts, tips and tricks article discussion onto the July agenda for discussion so that we can attempt to implement in August. | ***Completed*** *– on the agenda for today* |
| Liaisons | Each lead council liaison will contact their Council Chair requesting they add an Agenda item to their Mid-year Meeting to address the “Sell sheet”. A plan needs to be developed to edit or write the document before the end of the year. The liaison needs to communicate it to their chairs by May 16th. | ***Complete*** *except for CP which will be done on next call* |
| Marcia | Work on creating a short survey targeted at those who attended the new attendee session. Want their feedback on tools that could help them become more informed about AgGateway. | ***Open*** |
| Jessica | Contact Jeff Lowe @ Informatica | ***Open*** *- Not available for an update* |
| Frank | Contact Sharma Gaurau @ Becker Underwood | ***Open*** *- Not available for an update* |
| Sara | Contact Trade Assn. that are Ag Gateway members to get meeting dates on their calendars | ***Open*** *- Not available for an update* |
| Dave | Lead a LinkedIn discussion on the next call (Marcia to put on the agenda) Create task force?? | *Marcia asked whether we could put this on the agenda for the September M&C Committee call. Topic was to discuss the use of LinkedIn as a communication tool for AgGateway.*  ***ACTION:*** *Wendy will follow-up with Rod re: his thoughts* |
| Rod | Provide contacts to Sara of Trade Assn. that are members of Ag Gateway | ***Open*** *- Not available for an update* |
| Marcia | Contact Tim Piper to fill in for Rod on Conner’s Corner | ***Complete*** |

Note Taker Schedule:

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| **Meeting Date** | **Note Taker Assigned** |
| 7-Sep-12 | Andriana Doukas |
| 5-Oct-12 | Nancy Appelquist |
| 2-Nov-12 | Jerry Coupe |
| 7-Dec-12 | Dave Craft |

Newsletter Article Due Dates:

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| --- | --- |
| **Article Due Date** | Newsletter |
| 20-Jul-11 | August |
| 17-Aug-11 | September |
| 21-Sep-11 | October |
| 19-Oct-11 | November |
| 16-Nov-11 | December |
| 21-Dec-11 | January |