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

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

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| **Description: note** | **Agenda** | |
| Topic | | Topic Leader | | Desired Outcome | Notes |
| 1. Meeting Minutes | | Marcia Rhodus | | Minute-taker assigned | Sarah Novak Note Taker |
| 1. AgGateway Antitrust Policy | | Agreement to abide by [click to view antitrust guidelines](http://www.aggateway.org/LinkClick.aspx?fileticket=UanKpDrdcnk%3d&tabid=520) | |  | | --- | |  | |
| 1. Approval of Prior Meeting Minutes from Annual Conference | | Team has approved minutes or agreed on updates for the **3/2 &** **5/4 Meeting** |  |
| 1. Review Action Items from last meeting | | Marcia Rhodus | | Review Status of Action Items | See list below |
| 1. June Newsletter Planning | | Nancy Appelquist | | Plan for June newsletter in place | August   * Conner’s Corner (Ask Tim Piper to see if he would write on his perspective with AgGateway) * D&B Transition Task Force Update * Experts, tips and tricks, or other value added information (in example a blog or new book…) * Annual Conference (Speakers) – Judy Warf * What’s new with CP – Victoria/Cindy * New Member Article * Tonnage Project (Marilyn) * New Website article (Wendy)   September   * Conner’s Corner – make link to golf course reference to represent he is on vacation. * Seed Connectivity II update (Marilyn) * Annual Conference * AGIIS – Wendy * New Member Article * Potential highlight Tonnage Project in Experts, tips and tricks or retail success with software provider (benefits and value – how to engage your software company. * Educational Committee Annual Conference Educational Sessions. - Lorie |
| 1. New Recurring Newsletter Feature - Experts, tips and tricks | | Nancy Appelquist | | Develop concept for new article | Discuss the concept and implementation |
| 1. Membership Drive Plan of Action | | Wendy Smith | | Provide any updates on upcoming Membership drive |  |
| 1. On Boarding | | | Marcia Rhodus | | Provide updates on progress |  |
| 1. Marketing Calendar | | | Wendy Smith | | Team understands status, next steps |  |
| 1. Review Current Council Sell Sheets | | | Wendy Smith | | Team understands status, next steps |  |
| 1. New Business | | | Marcia Rhodus | | Team understands status, next steps |  |
| 1. Review New Action Items | | | Note Taker | | Team understands status, next steps |  |
| 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: | | |
| 1. Upcoming Meetings | | |  | | Set time & date for next meeting and future meetings. | ***Next meeting 08/3/2012 11:00 PM EDT (10:00 CT, 9:00 MT, 8:00 PT)***  Sara Novak – Note Taker |

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| **Active Action Items List as of 5/04/2012** | | |
| **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. | *Open* ***In Progress*** |
| 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. | *In Progress – followed up on AgGateway Facebook account – have 20 followers. Discussed Facebook with Joy Watson, a person who we hire to help us with the Annual Conference, and she is willing to take this one and update the Facebook account and keep it updated. Next step is to get her set-up as the administrator to the AgGateway Facebook Account. Initial focus – conference and mid-year meeting*  *Permanent part of the newsletter – add Facebook and Twitter-* ***No Action*** |
| 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. | *In Progress – still waiting on feedback from the Council Chairs – sent an email this morning and will address at the Face to Face BOD meeting next week in Chicago. The offer will consist of a discounted membership to AgGateway which will also include a search/view only subscription to AGIIS, very attractive offer. We are in the process of interviewing people to hire as a part-time marketing communications coordinator and Wendy plans to use that resource to help draft the communication to the potential subscribers as we conduct the membership drive. Currently still planning to kick this off yet this month.* ***In Progress*** |
| Wendy Smith | Send Nancy the Marketing Calendar information so it can be added to the newsletter. | ***On Going*** |
| 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. | ***On Going July Agenda*** |
| 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. |  |
| Jessica | Contact Jeff Lowe @ Informatica |  |
| Frank | Contact Sharma Gaurau @ Becker Underwood |  |
| Sara | Contact Trade Assn. that are Ag Gateway members to get meeting dates on their calendars |  |
| Dave | Lead a LinkedIn discussion on the next call (Marcia to put on the agenda) Create task force?? |  |
| Rod | Provide contacts to Sara of Trade Assn. that are members of Ag Gateway |  |
| Marcia | Contact Tim Piper to fill in for Rod on Conner’s Corner |  |

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 |