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

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| |  |  | | --- | --- | | **Description: calendar** | **2012-09-14** | | **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) | | |
| **Description: note** | **Agenda** | |
| Topic | | Topic Leader | | Desired Outcome | | Notes | |
| 1. Meeting Minutes | | Marcia Rhodus | | Minute-taker assigned | | *Andriana Doukas 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 **8/3 Meeting** | | *8?3 Notes are posted on our web page.* | |
| 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 | | **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 | |  |  | |  |  | | |
| Newsletter Planning (continued) | |  | |  | | **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 | | |
| 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. Social Media | | | Dave Craft / Wendy Smith | | Exploring AgGateway’s usage of LinkedIn | |  | |
| 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 | | * *Planning for 2013 M&C Committee* | |
| 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 10/5/2012 11:00 PM EDT (10:00 CT, 9:00 MT, 8:00 PT)***  *Nancy Appelquist 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* |
| 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* |

Note Taker Schedule:

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| **Meeting Date** | **Note Taker Assigned** |
| 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 |
| 21-Sep-11 | October |
| 19-Oct-11 | November |
| 16-Nov-11 | December |
| 21-Dec-11 | January |