##  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 #: 1-218-936-7999Meeting ID: 806603** |
| **Description: 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 **Description: users1 Attendees**

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| **[ ]** 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 | *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) |

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| 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**

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| 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 |
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| Newsletter Planning (continued) |  |  | **October Newsletter**

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| 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 |

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| 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. |

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| 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:*
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| 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 |