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

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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**   |  |  | | --- | --- | | **[x]** Andriana Doukas\* (Agrian)  **[x]** Nancy Appelquist \*(Entira)  **[ ]** 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 | | *Nancy Appelquist 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) | | |  | | --- | |  |   All Agreed | |
| 1. Approval of Prior Meeting Minutes from Annual Conference | | Team has approved minutes or agreed on updates for the **8/3 Meeting** | | *Motion to approved to accept last month’s minutes (amended minutes that should read “plan for August newsletter”)* | |
| 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 Oct. newsletter in place | | **October Newsletter**   |  |  | | --- | --- | | Due Date: Friday September 21 |  | | Title/Subject | Author | |  |  | | Conner's Corner | Rod Conner | | New Member Articles | Nancy Appelquist | | AGIIS | Matt Weeks | | Annual Conference (thank you & list sponsors) | Darlene Gibson | | Annual Conference (education, speakers, conference checklist) | Judy Warf | | AgGateway In The News | Nancy Appelquist | | Seed Connectivity II update | Marilyn | | How to be successful: Tips & techniques - Key Coop | Nancy Appelquist | | On boarding process | Marcia Rhodus | | New Website | Wendy Smith | | |
| Newsletter Planning (continued) | |  | | Plan for Nov. | | **November Newsletter**   |  |  | | --- | --- | | Due Date: Friday October 19 | Issue Nov 1 - hard date | | Title/Subject | Author | |  |  | | Conner's Corner | Rod Conner | | New Member Articles | Nancy Appelquist | | AGIIS | Matt Weeks | | Annual Conference | Darlene Gibson | | Annual Conference (thank sponsors, last minute details) | Judy Warf | | AgGateway In The News | Nancy Appelquist | | Connection tips - Linked in/Social media |  | | Experience working on a committee - why it's helpful (to drive membership ahead of the conference) | Jerry Coupe | | GTAC students introductions | Donna Skene | | |
| 1. Membership Drive Plan of Action | | Wendy Smith | | Provide any updates on upcoming Membership drive | | *Offer was made via newsletter and one on one conversations with target companies. Wendy to send out communication to the fuller list (approx. 100) next week.* | |
| 1. On Boarding | | | Marcia Rhodus | | Provide updates on progress | | *Has not yet been presented to the board. Marcia to follow up with Rod.*  *Should we consider keeping responsibilities split between vice chair and chair – membership/newsletter? Now that onboarding has been defined the chair or vice could be the coordinator of onboarding (mentor coordinator).*  *Motion to assign role of mentor coordinator to chair or vice chair approved.*  *Need to begin collecting mentors and assigning them to new members. Marcia to send communication to council liaisons.* | |
| 1. Marketing Calendar | | | Wendy Smith | | Team understands status, next steps | | *This month Rod’s attending the CropLife America Annual Meeting week after next (9/23-26); in October we are not attending any other association’s trade shows or conferences although Rod is participating in the AFIA (American Feed Industry Assn) Executive Summit October 25-27.*  *In November we have our 2012 Annual Meeting and Conference. The following week we plan to attend the Fertilizer Outlook and Technology Conference and may make a presentation re: the tonnage project. At the end of November we are participating in the Ag Retailers Assn Conference and Expo November 27-29.*  *In December there are a couple of meetings we are potentially attending including the ASTA meeting in Chicago, December 2-7 and the National Grain and Feed Association (NGFA) Country Elevator/Feed Industry Conference and Trade Show at which we will have a trade show booth.* | |
| 1. Social Media | | | Dave Craft / Wendy Smith | | Exploring AgGateway’s usage of LinkedIn | | *Wendy spoke to Rod who is not opposed but wants to understand better how things work. One concern is the amount of email that members would get. We don’t know enough about how it’s used to assess it. Wendy to ask Susan on how it’s used. The group may need to do investigating before making any decisions. Wendy will lead.* | |
| 1. Review Current Council Sell Sheets | | | Wendy Smith | | Team understands status, next steps | | *On AGW web site under AGW publications you can see the list and dates they were issued. Many are old so liaisons were supposed to ask councils to update. We need to know if they are still good. Marcia confirmed Seed council is up to date.*  *Liaisons need to get back to Wendy to confirm if current one is good or assign action on the council to get this done.*  *Do not have one: Allied Provider, Precision Ag, Crop Protection*  *Needs updating: Crop Nutrition, Feed, Grain*  *Dave to follow up with Ag Retail on updating image*  *Wendy to follow up with Jim on Grain & send bullets to Marcia on why this needs to get done*  *Marcia to send message to liaisons for the update & names for mentors* | |
| 1. New Business | | | Marcia Rhodus | | Team understands status, next steps | | Someone will need to step up as Vice Chair. Send Nancy a note if you are interested. Confirm with Nancy if you are intending to be on committee for next year, if you are interested in Vice Chair and if there is anyone else who might be interested. Maybe identify list of resources that can help out ad hoc without joining the committee.  Revise M&C meetings to last an hour and a half but still shoot for an hour. | |
| 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 9/14/2012** | | |
| **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*  *Everyone has been contacted but we are waiting for some updates. Closed.* |
| 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 as of 9/14*** |
| Jessica | Contact Jeff Lowe @ Informatica | ***Open*** *- Not available for an update on 9/14* |
| Frank | Contact Sharma Gaurau @ Becker Underwood | ***Open*** *- Not available for an update on 9/14* |
| Sara | Contact Trade Assn. that are Ag Gateway members to get meeting dates on their calendars | ***Open*** *- Not available for an update on 9/14* |
| Dave | Lead a LinkedIn discussion on the next call (Marcia to put on the agenda) Create task force?? | ***Completed*** *– committee to address and Wendy to take the lead on this.* |
| Rod | Provide contacts to Sara of Trade Assn. that are members of Ag Gateway | ***Open*** *- Not available for an update on 9/14*  *Purpose was to get our meeting dates on their calendars.* |
| \*Add notes from Wendy |  |  |
| Marcia | Take Marketing calendar off the action item list since included in the agenda as an ongoing topic | ***Completed*** |
| Marcia | Add the topic of using LinkedIn as a communication tool for AgGateway to the M&C Committee agenda for our next conference call. | ***Completed*** |
| Wendy | Follow-up with Rod re: his thoughts on using LinkedIn as a communication tool for AgGateway | ***Completed*** |
| Wendy | Follow-up with Marilyn re: the SPADE article | ***Completed*** |
| Wendy | Provide the membership drive article by Monday. | ***Completed*** |
| Victoria | 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 | ***Completed*** |
| Nancy | interview Key Coop and write an article for the October newsletter | ***In progress*** |
| Marcia | write an article from the perspective of the M&C Committee and the On Boarding process for the October newsletter | ***In progress*** |
| Wendy | post the draft Council value sheets as well such as for Ag Retail and Crop Nutrition, etc. | ***Completed*** |
| Meri | Confirm that Susan Ruland is on the M&C distribution list | ***Completed*** |
| Wendy | Send Nancy missing action items from last month’s meeting | ***Completed*** |
| Wendy | Will send MCC count of targets for membership |  |
| Marcia | Send reminder note to Rod about presenting the onboarding process to the board |  |
| Wendy | Ask Susan about her knowledge of Linked In |  |
| Marcia | Extend meeting times by ½ hour |  |
| Dave | Follow up with Ag Retail on updating image on sell sheet |  |
| Wendy | Sell sheet updates: Follow up with Jim on Grain & send bullets to Marcia on why this needs to get done |  |
| Marcia | Send message to liaisons for the sell sheet updates & names for mentors |  |
| All | Send Nancy ([Nappelquist@entira.net](mailto:Nappelquist@entira.net)) a note with the following:   1. Confirmation of participation on M&C committee in 2013 2. Interest in Vice Chair for 2013 3. Names of potential M&C members or ad hoc participants |  |

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-12 | October |
| 19-Oct-12 | November |
| 16-Nov-12 | December |
| 21-Dec-12 | January |