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

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| |  |  | | --- | --- | | **Description: calendar** | **2012-10-05** | | **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)  **[ ]** Susan Ruland (AgGateway)  (\*Voting companies/\*\* alternates) | | |
| **Description: note** | **Agenda** | |
| Topic | | Topic Leader | | Desired Outcome | | Notes | |
| 1. Meeting Minutes | | Marcia Rhodus | | Minute-taker assigned | | *XX 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 **9/14 Meeting** | |  | |
| 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 | | **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 | | |
| Newsletter Planning (continued) | |  | | Plan for Nov. | | **December/ Jan Newsletter**   |  |  | | --- | --- | | Due Date: XXX | XXX | | Title/Subject | Author | |  |  | |  |  | |  |  | |  |  | |  |  | |  |  | |  |  | |  |  | |  |  | |  |  | | |
| 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 | | | 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 | |  | |
| 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 11/5/2012 11:00 PM EDT (10:00 CT, 9:00 MT, 8:00 PT)*** | |

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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.* |
| 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 | ***Conpleted*** |
| Marcia | write an article from the perspective of the M&C Committee and the On Boarding process for the October newsletter | ***Completed*** |
| 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** |
| 2-Nov-12 | Jerry Coupe |
| 7-Dec-12 | Dave Craft |

Newsletter Article Due Dates:

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| **Article Due Date** | Newsletter |
| 16-Nov-12 | December |
| 21-Dec-12 | January |