## 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**   |  |  | | --- | --- | | **[x]** Andriana Doukas\* (Agrian)  **[x]** Nancy Appelquist \*(Entira)  **[ ]** Jerry Coupe\* (Wilbur Ellis)  **[x]** Dave Craft\* (SSI)  **[x]** Lorie Gasso\* (AgGateway)  **[ ]** 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)  **[x]** Susan Ruland (AgGateway)  (\*Voting companies/\*\* alternates) | | |
| **Description: note** | **Agenda** | |
| Topic | | Topic Leader | | Desired Outcome | | Notes | |
| 1. Meeting Minutes | | Marcia Rhodus | | Minute-taker assigned | | *Nancy Appelquist* | |
| 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 **9/14 Meeting** | | *Nancy motioned, Dave Seconded*  *All approved last month’s minutes as written* | |
| 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 - | Susan | |  |  | | AgGateway In The News | Andriana | |  |  | | 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**  Due Date: November 16 | December 1 | | Title/Subject | Author | |  |  | | Annual Conference – wrap up & awards article | Susan | | Connection tips - Linked in/Social media |  | | Conner's Corner | Rod Conner | | New Member Articles | Nancy Appelquist | | AGIIS | Matt Weeks | | Tonnage Reporting Project | Marilyn | | SC II | Marilyn | | Spade | Marilyn | | Canadian Crop Connectivity | Marilyn | | |
| 1. Membership Drive Plan of Action | | Wendy Smith | | Provide any updates on upcoming Membership drive | | *Wendy – action item: send an update by next Friday to the committee.* | |
| 1. On Boarding | | | Marcia Rhodus | | Provide updates on progress | | *Management committee has approved. Marcia will email all of council chairs to put on their agendas for annual conference – ask for volunteers for mentors.*  *Once we get mentors need to train them on process. Marcia would like to develop the timeline for process and tools at the annual conference.* | |
| 1. Marketing Calendar | | | Wendy Smith | | Team understands status, next steps | | *No changes from last months update:*  *In October Rod is 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. AgGatway communications & marketing | | | Susan Ruland | | Exploring AgGateway’s usage of LinkedIn | | *Last 5 weeks sent out 4 press releases – annual conference, AGIIS improvements, new grain council, SPADE project. Next week one will go out on tonnage reporting. Followed by annual conference and Ron Storms winner (may be combined)*  *Trade Associations – working on a blurb for association members to use on their website or newsletter to encourage attendance at the conference.*  *Social Media – we have a page on LinkedIn and FaceBook. Per Susan typically more for individual use but we can continue to explore.* | |
| 1. Review Current Council Sell Sheets | | | Wendy Smith | | Team understands status, next steps | | *No new sell sheets have been received.*   * 1. *Get on Agenda for annual conference. Marcia to communicate to liaisons that have not submitted sell sheets that they should email Wendy to get most current data.*   2. *Wendy to provide current one with questions that should be asked to update.* | |
| 1. New Business | | | Marcia Rhodus | | Team understands status, next steps | | We will not hold our conference call scheduled for 11/2. The next meeting will be at the annual conference. | |
| 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*  *Seed complete – eliminate seed for next agenda* |
| 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*  *open* |
| 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*  *open* |
| 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 10/5*** |
| Jessica | Contact Jeff Lowe @ Informatica | ***Open*** *- Not available for an update on 10/5* |
| Frank | Contact Sharma Gaurau @ Becker Underwood | ***Open*** *- Not available for an update on 10/5* |
| Sara | Contact Trade Assn. that are Ag Gateway members to get meeting dates on their calendars | ***Open*** *- Not available for an update on 10/5* |
| 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.*  *Closed* |
| Rod | Provide contacts to Sara of Trade Assn. that are members of Ag Gateway | ***Open*** *- Not available for an update on 10/5*  *Purpose was to get our meeting dates on their calendars. Reach out to Sara to see if she received this.*  *Susan will be responsible for this moving forward.* |
| Marcia | Take Marketing calendar off the action item list since included in the agenda as an ongoing topic | ***Completed. Closed*** |
| 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. Closed*** |
| Wendy | Follow-up with Rod re: his thoughts on using LinkedIn as a communication tool for AgGateway | ***Completed. Closed*** |
| Wendy | Follow-up with Marilyn re: the SPADE article | ***Completed. Closed*** |
| Wendy | Provide the membership drive article by Monday. | ***Completed. Closed*** |
| 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. Closed*** |
| Nancy | interview Key Coop and write an article for the October newsletter | ***Completed. Closed*** |
| Marcia | write an article from the perspective of the M&C Committee and the On Boarding process for the October newsletter | ***Completed. Closed*** |
| Wendy | post the draft Council value sheets as well such as for Ag Retail and Crop Nutrition, etc. | ***Completed. Closed*** |
| Meri | Confirm that Susan Ruland is on the M&C distribution list | ***Completed. Closed*** |
| Wendy | Send Nancy missing action items from last month’s meeting | ***Completed. Closed*** |
| Wendy | Will send MCC count of targets for membership | ***Open*** |
| Marcia | Send reminder note to Rod about presenting the onboarding process to the board | ***Completed/closed*** |
| Wendy | Ask Susan about her knowledge of Linked In | ***Open*** |
| Marcia | Extend meeting times by ½ hour | ***Completed/closed*** |
| Dave | Follow up with Ag Retail on updating image on sell sheet | ***Open. Wendy will be on AgRetail conference call and can raise as an issue.*** |
| Wendy | Sell sheet updates: Follow up with Jim on Grain & send bullets to Marcia on why this needs to get done | ***Open/In progress. Should have something by Monday 10/8. Wendy to send Lori a Microsoft publisher version for a template.*** |
| Marcia | Send message to liaisons for the sell sheet updates & names for mentors | ***Open*** |
| 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 | ***In progress*** |
| Wendy | Provide M&C committee with an update on the membership drive by Friday 10/12 |  |
| Wendy | Follow up on conference call capability at next meeting |  |
| Marcia | Send Susan onboarding document |  |
| Marcia | Email all of council chairs a request to include on their agendas for annual conference a request for onboarding mentors. |  |
| Marcia | communicate to liaisons that have not submitted sell sheets that they should email Wendy to get most current data. |  |
| Wendy | Provide current sell sheet to those who request one via email with questions that should be asked in order to update the sheet. |  |

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 |