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

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| **Description: calendar** | **2012-11-07**  |
| **Description: clock** | 1:00 PM – 2:45 PM (Annual Meeting)⦁ 1 hour & 45 Minutes |
| **Description: telephone** |  |
| **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)**[]** Susan Ruland (AgGateway)(\*Voting companies/\*\* alternates) |

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| **Description: note** | **Agenda** |
| Topic | Topic Leader | Desired Outcome | Notes |
| 1. Meeting Minutes
 | Marcia Rhodus | Minute-taker assigned | Jerry Coupe |
| 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 **10/05 Meeting** | *(Minutes have been posted to committee’s 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 Dec. newsletter in place |

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| **December**Due Date: November 16 | December 1 |
| Title/Subject | Author |
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| 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 |

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| Newsletter Planning (continued) |  | Plan for Jan/Feb. |

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| **Jan. / Feb.**Due Date: TBD | TBD |
| Title/Subject | Author |
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| 1. Membership Drive Plan of Action
 | Susan Ruland | Provide any updates on upcoming Membership drive |  |
| 1. On Boarding
 | Marcia Rhodus | Provide updates on progress |  |
| 1. Marketing Calendar
 | Susan Ruland | Team understands status, next steps |  |
| 1. AgGatway Communications & Marketing
 | Susan Ruland | Exploring AgGateway’s usage of LinkedIn |  |
| 1. Review Current Council Sell Sheets
 | Wendy Smith | Team understands status, next steps | * 1.
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| 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. |

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| **M&C Council Liaisons** |
| 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:* *Mentor Program – explain the new Mentor Program and request the council provide the committee with at least 2 name of members who will serve as mentors.*
* *Reminder that Sell Sheets need to be completed and sent to Wendy by end of Dec.*
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| 1. Upcoming Meetings
 |  | Set time & date for next meeting and future meetings. | ***Next meeting 12/7/2012 11:00 PM EDT (10:00 CT, 9:00 MT, 8:00 PT)******Dave Craft to take notes*** |

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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 on completion of the Value Propositions for Crop Nutrition. 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**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*** |
| 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* |
| Wendy | Will send MCC count of targets for membership | ***Open*** |
| Wendy | Ask Susan about her knowledge of Linked In | ***Open*** |
| 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.*** |
| All | Send Nancy (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 |