## 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** | |  |  | | --- | --- | |  |  | | | | | | | | **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 | | 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) | | |  | | --- | |  | | |
| 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 | | |  |  | | --- | --- | | **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 | | |
| Newsletter Planning (continued) | |  | | Plan for Jan/Feb. | | |  |  | | --- | --- | | **Jan. / Feb.**  Due Date: TBD | TBD | | Title/Subject | Author | |  |  | |  |  | |  |  | |  |  | |  |  | |  |  | |  |  | |  |  | |  |  | |  |  | | |
| 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. 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. | | |  |  | | --- | --- | | **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.* | | | |
| 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](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 |