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

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| |  |  | | --- | --- | | **Description: calendar** | **2012-12-07** | | **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)  **[X]** Dave Craft\* (SSI)  **[X]** Lorie Gasso\* (AgGateway)  **[]** Victoria Peoples\* (Bayer)  **[]** Jessica Perry\* (Mosiac Co) | **[]** Marcia Rhodus\* (Monsanto Co)  **[]** Frank Rydl \*(Key Cooperative)  **[X]** Meri Kotlas (AgGateway)  **[X]** 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 | | *Dave Craft* | |
| 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 to abide.* | |
| 1. Approval of Prior Meeting Minutes from Annual Conference | | Team has approved minutes or agreed on updates | | *Prior Meeting Minutes were approved.* | |
| 1. Review Action Items from last meeting | | Marcia Rhodus | | Review Status of Action Items | | *Action items were reviewed. Status updated at the end of this document.* | |
| 1. Newsletter Planning | | Nancy Appelquist | | Plan for Jan/Feb. | | |  |  | | --- | --- | | **Jan. / Feb.**  **Due Date: Jan 18** | Publish date: **Jan 28th** | | **Title/Subject** | **Author** | | Connors Corner |  | | 2012 Year Review / Accomplishments | Susan | | Look Forward / Strategic Plan | Susan | | Recap of Membership Drive | Nancy | | AGIIS Update | Matt Weeks | | Project Update – Tonnage Project | Marilyn | | New Member Article | Nancy | | Jerry Coupe Article | Susan | |  |  | | |
| 1. Newsletter Planning | | Nancy Appelquist | | Plan for Jan/Feb. | | |  |  | | --- | --- | | **March**  **Due Date:** | **Publish date:** | | **Title/Subject** | **Author** | | Connors Corner |  | |  |  | |  |  | |  |  | |  |  | | Project Update – Crop Protection Canada | Marilyn | |  |  | | |
| 1. Membership Drive | | Susan Ruland | | Provide any updates on upcoming Membership drive | | *Wendy provided the recap in Susan’s absence.*  *We have 14 new members since we started the membership drive (although not all can be directly attributed to just the drive). Some outreach was through letters but the majority was through personal outreach by the staff and members. Due to lack of contact names, offer did not go out to as many as originally planned. Letters to irrigation companies just went out.* | |
| 1. On Boarding | | Marcia Rhodus | | Provide updates on progress | | *Nancy reviewed the notes from the last meeting.*  ***ACTION*** *– Wendy to schedule New Member Webinar on Tues, Dec. 18th in the afternoon. Wendy will lead webinar.*  ***ACTION*** *- Nancy will let Marcia know that the webinar is taking place.* | |
| 1. Marketing Calendar | | Susan Ruland | | Team understands status, next steps | | *Wendy provided the recap in Susan’s absence. On Sunday, Rod and Wendy are headed to Omaha for the National Grain and Feed Association (NGFA) Country Elevator/Feed Industry Conference and Trade Show; we will have a booth at the trade show.*  *In January, Rod is attending the Michigan Agri-Business Association 2013 Winter Conference & Trade Show January 14-16 and co-presenting an update on the Tonnage Reporting project with April Hunt, State of Michigan Dept. of Agriculture and Rural Development, Fertilizer and Feed Manager. Wendy plans to follow-up with Greg Ruehle re: the value of potentially participating in the 24th Annual IPSA (independent Professional Seedsmen Association) January 8-10 although due to the timing we may decide to wait and attend in 2014. One of the staff (most likely Jim Wilson) will be attending the AgConnect Expo January 29-31.*  *In February, Rod will be presenting the CLA Innovative Technology Award to the winner. We’re also considering attending The Fertilizer Institute’s Marketing and Business Meeting February 11-13.*  *In March we are considering the American Feed Industry Association Meetings and the Purchasing & Ingredient Suppliers Conference.*  *We plan to revise the AgGateway Marketing Plan in January to reflect the new three year strategic plan and finalize our 2013 marketing calendar by early February.* | |
| 1. AgGateway Communications & Marketing | | Susan Ruland | | Exploring AgGateway’s usage of LinkedIn | | *Wendy provided the recap in Susan’s absence.* ***AgGateway Website****:*   * *Plan webinars for AgGateway website orientation including perhaps this month.* * *Also creating a document with screen shots on how to post documents, etc.* * *We can plan to provide the M&C Committee an orientation at our January M&C Conference call if group desires.*   ***ACTION:*** *Susan/Meri - plan on providing a website orientation to the M&C Committee on their January conference call.*  ***Conference Follow-up****:*  *Statistics: Final registrations = 233 (2011=234; 2012 Target – 300)*   * *On-Site (registrations after 11/2) = 5* * *Actual On-site Attendees = 230 (3 no shows= 1.3% versus industry norms of 10-15%) (2011 – 224)* * *First Time Attendees = 75 (of that we had 1 no show)(2011 - 88)* * *GTAC Students = 7 (2011 - 4)*   *Final Sponsorship Total = $74,100 (2011=$60,700 against target of $55K, exceeded by $5,700) (2012 Target = $65K so exceeded by over $9000)*  *Sessions:*   * *Speakers – 7 (including three sponsor presentations) (2011-7 including the panel)* * *Educational Sessions – 6 (2011 - 2)* * *Networking opportunities – 11 (2 breakfasts, 2 receptions, 1 lunch, 6 refreshment break) (2011 - 10)* * *Official Meetings/Sessions – 47 (2011 - 32)* * *Posted the meeting minutes and presentations from all the council meetings and plan to send a reminder to the meeting leads re: the remaining outstanding information.* * *Collected several video testimonials from interviews conducted at the conference, including many of the names the M&C committee suggested, such as Steve Schaefer, Doug Mills, Brent Kemp, David Surber and Lori Edwards. We also have a lot of photos between what Chip Donahue and Ray Warren took and will be posting these to the website yet this month.* * *Planning started for the 2013 Annual Conference –*   *We had a demo from CrowdCompass re: a mobile app we could use in support of the conference providing agendas, floor plans, links and other features.*  *Proposed 2013 Targets:*   * *Registrations – 300;Attendees 275 (increase of almost 29% and 25% respectively)* * *GTAC Students– 10* * *Educational Sessions – 6, consider tracks, standing room only in this years* * *Sponsorship - $75K (approx. 15% increase over this year’s target and only 1.2% increase over what we achieved this year)* | |
| 1. Review Current Council Sell Sheets | | Susan Ruland | | Team understands status, next steps | | ***ACTION*** *- Wendy will have Susan follow-up with Council liaisons to determine current status.* | |
| 1. New Business | | Marcia Rhodus | | Team understands status, next steps | | *Meeting Dates for 2013 – Group decided to keep the first Friday of the month for the M&C meetings.*  *Vice Chair for 2013 – Andriana Doukas has agreed to fill this role in the coming year.*  *Branding Guidelines Logo proposed by Allied Provider Council –*  ***ACTION*** *- Dave will send something to the group for some background.* | |
| 1. Review New Action Items | | Note Taker | | Team understands status, next steps | | ***Action Item*** *– Wendy to schedule New Member Webinar on Tues, Dec. 18th in the afternoon. Wendy will lead this webinar.*  ***Action Item*** *– Nancy will let Marcia know that the webinar is taking place.*  ***Action Item*** *– Wendy & Meri will plan an website orientation to the M&C committee during the January call.*  ***Action Item*** *– Susan to follow up with council liaisons to find current status of council sell sheets.*  ***Action Item*** *– Wendy will ask Meri to create the webpage for the 2013 Annual Conference.*  ***Action Item*** *– Nancy to send out a meeting notice for meetings to take place the first Friday of each month.*  ***Action Item*** *– Nancy will send Meri a short article to include in Dec newsletter asking for members to join M&C Committee*  ***Action Item*** *– Dave to send M&C group background information on the Branding Guidelines & Applied Standards logo usage ahead of the January meeting.*  ***Action Item*** *– Nancy to add Branding Guidelines topic to January meeting agenda.* | |
| 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 – Nancy Appelquist | | | AR - Open | Precision Ag - Open | | | CN - Jessica Perry | Seed – Marcia Rhodus | | | CP – Victoria Peoples | Feed – Open | | | Grain - Open | | OH – Council on Hold | | Items to be taken to Councils:   * *Mentor Program – explain the new Mentor Program and request the council provide the committee with at least 2 names of members who will serve as mentors.* | | | | |
| 1. Upcoming Meetings | |  | | Next Meeting Reminder | | ***Next meeting 1/4/2013 11:00 PM EDT (10:00 CT, 9:00 MT, 8:00 PT)*** | |

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| **Active Action Items List as of 12/07/2012** | | |
| **Accountable** | **Action** | **Status** |
| All | Send Nancy ([Nappelquist@entira.net](mailto:Nappelquist@entira.net)) a note with the following:   1. Interest in Vice Chair for 2013 2. Names of potential M&C members or ad hoc participants | *Closed. Andriana Doukas will be approved as VC at the January Management Team meeting.* |
| Susan | Provide M&C committee with an update on the membership drive stats | *Closed. Wendy provided update.* |
| Dave | Speak to Tim Piper about assisting as narrator for the New Member Seminar Video. | *Closed. Tim agreed to lead a seminar.* |
| All | Suggestions of individuals that we can approach about filming a testimonial. | *Closed. Wendy provided update – see notes above.* |

Note Taker Schedule:

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| **Meeting Date** | **Note Taker Assigned** |
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Newsletter Article Due Dates:

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| --- | --- |
| **Article Due Date** | Newsletter |
| 18-Jan.-13 | January/ Feb |