## AG_logo.gif Membership & Communications Committee Agenda

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| |  |  | | --- | --- | | **calendar** | **2012-01-06** (Friday) | | **clock** | 11:00 am EDT (10:00 am CT, 9:00 am MT, 8:00 am PT)  ⦁ 1 hour | | **telephone** | **Dial In #: 1-218-936-7999 Meeting ID: 806603** | | **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  **users1 Attendees**   |  |  | | --- | --- | | **[ ]** Andriana Doukas\* (Agrian)  **[ ]** Nancy Appelquist \*(Entira)  **[ ]** Rod Conner (AgGateway)  **[ ]** Jerry Coupe\* (Wilbur Ellis)  **[ ]** Dave Craft\* (SSI)  **[ ]** Lorie Gasso\* (AgGateway)  **[ ]** Marilyn Hunter (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)  (\*Voting companies/\*\* alternates) | |

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| **note** | **Agenda** | |
| Topic | | Topic Leader | | Desired Outcome | Notes |
| 1. Meeting Minutes | | Marcia Rhodus | | Minute-taker assigned | Lori Gasso |
| 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 **12/15/2011 Meeting** |  |
| 1. Review Action Items from last meeting | | Marcia Rhodus | | Review Status of Action Items | See list below |
| 1. Jan/Feb Newsletter Planning | | Nancy Appelquist | | Plan for Jan/Feb newsletter in place | Proposed Articles from Dec. 15th meeting:  New member article – Nancy Appelquist  Conner’s Corner – Rod Conner  AGIIS Update – Wendy Smith  Tonnage Reporting Project – Marilyn Hunter  Gateway to Ag Careers – Donna Skene  Getting the Most out of AgGateway – Wendy Smith |
| 1. Membership Drive Plan of Action | | Wendy Smith | | Provide any updates on upcoming Membership drive |  |
| 1. Committee Objectives | | Marcia Rhodus | | Team Understands and agrees on Objectives for 2012 |  |
| 1. New Business | | |  | | Team understands status, next steps | * + 2012 Membership Drive   + 2012 AgGateway Marketing and Communications Plan and implementation   + On boarding Update |
| 1. Upcoming Meetings | | |  | | Set time & date for next meeting and future meetings. | ***Next meeting 02/03/2012 11:00 PM EDT (10:00 CT, 9:00 MT, 8:00 PT)*** |

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| **Active Action Items List as of 11/09/2011** | | |
| **Accountable** | **Action** | **Status (as of 12/15/2011)** |
| **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. | *Open* |
| **Wendy Smith** | Create a proposal for a Membership Drive Plan with timelines to allow for discussion. | *In progress* |
| **All** | Rod Connor has asked for suggestions from our committee for future Rod’s Corner articles. Suggestions should be submitted directly to Rod. | *In progress* |
| **Nancy** | Confirm with Andirana that she is still willing to edit the newsletter. |  |
| **Marcia** | Write up goals and send out to group. |  |

Note Taker Schedule:

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| **Meeting Date** | **Note Taker Assigned** |
| 6-Jan-12 | Lori Gasso |
| 3-Feb-12 | Frank Rydl |
| 2-Mar-12 | Marianne Embree |
| 6-Apr-12 | Nancy Applequist |
| 4-May-12 | Dave Craft |
| 1-Jun-12 | Andriana Dooukas |
| 6-Jul-12 | Victoria Peoples |
| 3-Aug-12 | Jessica Perry |
| 7-Sep-12 | Jerry Coupe |
| 5-Oct-12 | Lori Gasso |
| 2-Nov-12 | Nancy Applequist |
| 7-Dec-12 | Victoria Peoples |

Newsletter Article Due Dates:

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| **Article Due Date** | Newsletter |
| 20-Jan-12 | February |
| 17-Feb-11 | March |
| 16-Mar-11 | April |
| 20-Apr-11 | May |
| 18-May-11 | June |
| 15-Jun-11 | July |
| 20-Jul-11 | August |
| 17-Aug-11 | September |
| 21-Sep-11 | October |
| 19-Oct-11 | November |
| 16-Nov-11 | December |
| 21-Dec-11 | January |