## AG_logo.gif Membership & Communications Committee Agenda

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| |  |  | | --- | --- | | **calendar** | **2012-03-02** (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)  **[ ]** 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)  (\*Voting companies/\*\* alternates) | |

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| **note** | **Agenda** | |
| Topic | | Topic Leader | | Desired Outcome | Notes |
| 1. Meeting Minutes | | Marcia Rhodus | | Minute-taker assigned | Jerry Coupe  NOTE: I have revised the Note Taker Schedule based on changes that occurred in our members after I first drafted it. |
| 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 **2/3/2012 Meeting** |  |
| 1. Review Action Items from last meeting | | Marcia Rhodus | | Review Status of Action Items | See list below |
| 1. March Newsletter Planning | | Nancy Appelquist | | Plan for April newsletter in place |  |
| 1. Membership Drive Plan of Action | | Wendy Smith | | Provide any updates on upcoming Membership drive |  |
| 1. On Boarding | | | Marcia Rhodus | | Provide updates on progress |  |
| 1. New Business | | | Marcia Rhodus | | 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. |  |
| 1. Upcoming Meetings | | |  | | Set time & date for next meeting and future meetings. | ***Next meeting 04/06/2012 11:00 PM EDT (10:00 CT, 9:00 MT, 8:00 PT)*** |

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| **Active Action Items List as of 2/03/2012** | | |
| **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 (Keeping this as an open item so we are reminded to think of article suggestions for Rod)* |
| Marcia | Write up goals and send out to group. |  |
| Wendy and Marcia | Revise objectives by 1/20 | *Open due to Wendy’s travel and illness* |
| Wendy | 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. |  |
| Wendy | Check with Marilyn to confirm how she will be providing project updates for newsletter |  |
| Wendy | 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. | *Not completed by the timeline, remains in progress, reference update provided in the related agenda topic.* |
| Wendy | Determine whether we will have a trade show at PISC (Purchasing and Ingredients Suppliers Conference) and if yes, which of our members will be helping out. | *Completed. We will not have a booth at the 2012 Trade Show* |
| Wendy | Send current proposed trade show schedule, with ones we’re attending flagged to the M&C Committee and post to website | *Completed – folder created and 2012 AgGateway Half-Page posted.* |
| Wendy | Create AgGateway Publications folder on the M&C webpage and will post the half sheet. She will send an email to the group once that is completed. | *Completed – posted in the supporting resources folder on M&C Committee webpage* |
| Wendy | Send Victoria, Nancy, Dave and Meri some examples of the pieces used in the past to promote AgGateway | *Closed. Since we will not be having a booth at PISC this is no longer needed.* |
| Nancy | *Follow-up with Andriana on the best way to handle errata in the newsletter (reference example with member name typo)* |  |
| Nancy | will include in her communication to the newsletter article authors asking them to include the titles for their articles | *Completed* |
| Meri | Send contact information for Honeywell to Nancy | *Completed during our last call* |
| Meri | Ensure that the Editor (Andriana), Vice Chair (Nancy), M&C Committee Chair (Marcia Rhodus), AgGateway EVP/COO (Wendy Smith), and AgGateway President/CEO (Rod Conner) are included in the distribution list for the draft newsletter | *Completed. Confirmed on the last committee call that they were* |
| Victoria, Nancy, Dave and Meri | Will help with development of the trade show flyer for PISC. | *Closed. Since we will not be having a booth at PISC this is no longer needed.* |
| ALL | Review to M&C Committee webpage and check whether names/liaison assignments are accurate and let Wendy know if anything needs to be changed. | *Wendy has not received any corrections and assumes the information is correct* |
| **All** | **Review M&C membership liaison list for accuracy** |  |
| **Council Liaisons** | **Provide information on council’s key points for Assoc Member newsletter.**   |  |  | | --- | --- | | ***AP Lorie*** | ***MT Marcia*** | | ***AR Frank Ridel*** | ***PA Jerry Coup*** | | ***CN Jessica Perry*** | ***Seed Marcia*** | | ***CP Victoria*** | ***No one from OH*** | |  |

Note Taker Schedule:

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| **Meeting Date** | **Note Taker Assigned** |
| 2-Mar-12 | Jerry Coupe |
| 6-Apr-12 | Dave Craft |
| 4-May-12 | Victoria Peoples |
| 1-Jun-12 | Jessica Perry |
| 6-Jul-12 | Frank Rydl |
| 3-Aug-12 | Sara Novak |
| 7-Sep-12 | Andriana Doukas |
| 5-Oct-12 | Nancy Appelquist |
| 2-Nov-12 | Jerry Coupe |
| 7-Dec-12 | Dave Craft |

Newsletter Article Due Dates:

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| **Article Due Date** | Newsletter |
| 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 |