##  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 #: 1-218-936-7999Meeting ID: 806603** |
| **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 **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)(\*Voting companies/\*\* alternates) |

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| **note** | **Agenda** |
| Topic | Topic Leader | Desired Outcome | Notes |
| 1. Meeting Minutes
 | Marcia Rhodus | Minute-taker assigned | Dave Craft to take notes |
| 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 **3/2/2012 Meeting** | Yet to receive March Notes from Jerry – will approve March notes in May along with today’s notes |
| 1. Review Action Items from last meeting
 | Marcia Rhodus | Review Status of Action Items | See list below |
| 1. April Newsletter Planning
 | Nancy Appelquist | Plan for April newsletter in place | May* Conner’s Corner – Rod Conner
* New Members – Nancy Appelquist
* Canadian Connectivity Project – Marilyn Hunter
* Dun & Bradstreet Transition Task Force Update – Dave Surber/Wendy Smith
* Future Vision Task Force Update – Wendy Smith
* 2012 Committees, Councils and Projects (CCP) Mid-Year Meeting – Marcia Rhodus
* Others?
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| 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. |

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| AP -Lorie | MT -Marcia |
| AR -Frank Rydl | PA -Jerry Coup |
| CN -Jessica Perry | Seed -Marcia |
| CP -Victoria | No one from OH or Feed |

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| 1. Upcoming Meetings
 |  | Set time & date for next meeting and future meetings. | ***Next meeting 05/04/2012 11:00 PM EDT (10:00 CT, 9:00 MT, 8:00 PT)***Victoria Peoples – Note Taker |

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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 | 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. | *open* |
| 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. | *In Progress* |
| Wendy | Provide monthly update on market calendar |  |
| Wendy | Post current sell sheets for councils |  |
| Wendy | Send Nancy links to the other news articles for the newsletter. |  |
| Wendy | Send out sound bites from AGIIS non subscribers to Liaison |  |

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 |