## AG_logo.gif Membership & Communications Committee Agenda

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| |  |  | | --- | --- | | **calendar** | **2012-05-04** (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 | Victoria Peoples 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/ & 4/6 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. June Newsletter Planning | | Nancy Appelquist | | Plan for June newsletter in place | June :   * Conner’s Corner – Rod Conner * New Members – Nancy Appelquist * Seed Connectivity II Project update – Marilyn or an article on how to get a project started * Dun & Bradstreet Transition Task Force Update – Dave Surber/Wendy Smith – if not in May Newsletter * Future Vision Task Force Update – Wendy Smith * 2012 Mid-Year Meeting – Pam Wilson * AGIIS update – Wendy Smith – recommendation implementation, * Annual Conference – Judy general * Sponsorship - Darlene * AgGateway in the News links – Darlene * Facebook placeholder – Nancy (in case we’re ready)   July   * AFIA Innovative Technology Award will be included   *Nancy referenced the document she uses to create the list of articles.* |
| 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. Marketing Calendar | | | Wendy Smith | | Team understands status, next steps |  |
| 1. Review Current Council Sell Sheets | | | Wendy Smith | | Team understands status, next steps |  |
| 1. Review New Action Items | | | Note Taker | | Team understands status, next steps |  |
| 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. | |  |  | | --- | --- | | AP -Lorie | MT -Marcia | | AR -Frank Rydl | PA -Jerry Coup | | CN -Jessica Perry | Seed -Marcia | | CP -Victoria | No one from OH or Feed | |
| 1. Upcoming Meetings | | |  | | Set time & date for next meeting and future meetings. | ***Next meeting 06/1/2012 11:00 PM EDT (10:00 CT, 9:00 MT, 8:00 PT)***  Jessica Perry – 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. | *In Progress – followed up on AgGateway Facebook account – have 20 followers. Discussed Facebook with Joy Watson, a person who we hire to help us with the Annual Conference, and she is willing to take this one and update the Facebook account and keep it updated. Next step is to get her set-up as the administrator to the AgGateway Facebook Account. Initial focus – conference and mid-year meeting*  *Permanent part of the newsletter – add Facebook and Twitter-* |
| 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 – still waiting on feedback from the Council Chairs – sent an email this morning and will address at the Face to Face BOD meeting next week in Chicago. The offer will consist of a discounted membership to AgGateway which will also include a search/view only subscription to AGIIS, very attractive offer. We are in the process of interviewing people to hire as a part-time marketing communications coordinator and Wendy plans to use that resource to help draft the communication to the potential subscribers as we conduct the membership drive. Currently still planning to kick this off yet this month.* |
| Wendy | Provide monthly update on market calendar | *There are no trade shows in April that we plan to attend and in May the only one proposed was the United Fresh 2012, a produce industry trade show, which we will not be attending. In June we have the AgGateway Mid-Year Meeting and ASTA's 129th Annual Convention (in Maryland) which is still to be confirmed. We will discuss attending that at our Executive Staff meeting next week.* ***ACTION: Marcia will add to our agenda as a regular agenda topic (Completed)*** |
| Wendy | Post current sell sheets for councils | *Completed – list ones added and updating going on with Ag Retail. Need to update all*  ***ACTION: Marcia will add to our agenda as an agenda topic for next month’s call. Noted we need to get the councils to update. (Completed)*** |
| Nancy | Nancy will post her newsletter article list template to the M&C Committee webpage in the Supporting Documents folder. |  |

Note Taker Schedule:

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| **Meeting Date** | **Note Taker Assigned** |
| 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 |
| 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 |