## AG_logo.gif Membership & Communications Committee Notes

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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**   |  |  | | --- | --- | | **[X]** Andriana Doukas\* (Agrian)  **[X]** Nancy Appelquist \*(Entira)  **[X]** Jerry Coupe\* (Wilbur Ellis)  **[ ]** Dave Craft\* (SSI)  **[ ]** Lorie Gasso\* (AgGateway)  **[X]** Victoria Peoples\* (Bayer Cropscience) | **[NA]** Jessica Perry\* (Mosiac Co)  **[X]** Marcia Rhodus\* (Monsanto Co)  **[X]** Frank Rydl \*(Key Cooperative)  **[X]** Meri Kotlas (AgGateway)  **[X]** Wendy Smith\* (AgGateway)  **[NA]** 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: The Note Taker Schedule has been revised 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) | *All agreed to abide* |
| 1. Approval of Prior Meeting Minutes from Annual Conference | | Team has approved minutes or agreed on updates for the **1/6 &** **2/3 Meeting** | Frank Rydl motioned to approve the meeting notes  Victoria Peoples 2nd the motion  Everyone in attendance to accept meeting notes as posted. |
| 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 | *Nancy reminded the group that we need to include title, author/company and the article itself.*  *The March newsletter is ready to go out, Nancy never saw the GTAC article. We will include it in the May Newsletter.*  *April Newsletter articles – Deadline March 16*   * *Conner’s Corner – Rod Conner* * *New Members – Nancy Appelquist – Technekes, Becker Underwood* * *Tonnage Reporting Project– Marilyn Hunter* * *Dun & Bradstreet Transition Task Force Update – Dave Surber/Wendy Smith* * *Future Vision Task Force Update – Wendy Smith* * *Membership Drive – Wendy Smith* * *2012 Committees, Councils and Projects (CCP) Mid-Year Meeting – Pam Wilson/Marcia Rhodus* * *2012 Annual Conference Sponsorship Opportunities – Darlene Gibson* * *Others?* * *AgGateway in the news - idea from Nancy – the link to the article in her organizations newsletter*   *May Newsletter articles – Deadline April 20*   * *Conner’s Corner – Rod Conner* * *New Members – Nancy Appelquist* * *Crop Protection Canada Connectivity Project (CPCC) - 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?* |
| 1. Membership Drive Plan of Action | | Wendy Smith | | Provide any updates on upcoming Membership drive | *Wendy has received anything from the councils and plans to follow-up this week.*  *She will not be presenting an update on the drive today. Needs to work thru revision of the membership drive based on discussions with AgGateway staff and members related to the recommendations from the Dun & Bradstreet Transition Task Force. There are implications to trading partners who are not currently members of AgGateway and who are not subscribers of AGIIS; therefore will want to target them in the plans.*  *Wendy asked that it be include in the agenda for our next committee call and will revise our timeline accordingly.*  *Frank Rydl asked whether the liaisons can help get the message out to their councils. Wendy will ask for assistance to shape the message.*  *Need for help with the non-subscriber list – Wendy explained the issue very briefly and will take care of pulling together the list.* |
| 1. On Boarding | | | Marcia Rhodus | | Provide updates on progress | *Marcia provided an update and need for additional clarification on the mentor element. Working on this. Looking at setting up a webpage as well. Noted that we need to define the mentor role better, criteria, roles/responsibilities, etc.* |
| 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 3/02/2012** | | |
| **Accountable** | **Action** | **Status** |
| **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. | *Superseded by the action item created on the February 3 M&C Conference call*  *Not completed by the timeline, remains in progress, reference update provided in the related agenda topic.* |
| 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. | *Completed previously* |
| Wendy and Marcia | Revise objectives by 1/20 | *Open due to Wendy’s travel and illness. Meri forwarded to me some revised objectives to review this morning.* |
| 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 | Check with Marilyn to confirm how she will be providing project updates for newsletter | *Completed.* |
| 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.*  *Will delete the first one and delete the earlier duplicate* |
| 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 – posted in the supporting resources folder on M&C Committee webpage*  *ACTION: Wendy to provide monthly update on marketing calendar* |
| 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 – folder created and 2012 AgGateway Half-Page posted.*  *ACTION: Wendy will add the current Council sell sheets to this folder* |
| 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) | *Closed. Andriana will draft something for inclusion in the newsletter on this and send* |
| Nancy | will include in her communication to the newsletter article authors asking them to include the titles for their articles | *Completed. Leave as ongoing task. Bylines – ask for authors as well as titles, byline/authors, company that their associated with and titles in addition to article* |
| 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 | *Wendy has not received any corrections and assumes the information is correct. Duplicate of previous* |
| Wendy | Send Link for the where she can access the AgGateway in the news articles |  |
| Wendy | Follow-up on whether anyone formally tracking AgGateway in the news, ask Rod, ask Meri |  |
| Nancy | Forward the GTAC article to Wendy and Andriana. Andriana will review/edit and sent to Meri for inclusion in the current newsletter (scheduled to go out today or Monday) |  |

Note Taker Schedule:

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