



Membership & Communications Committee Agenda



2012-03-02 (Friday)



11:00 am EDT (10:00 am CT, 9:00 am MT, 8:00 am PT)
• 1 hour



Dial In #: 1-218-936-7999
Meeting ID: 806603



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



Attendees

- Andriana Doukas* (Agrian)
- Nancy Appelquist *(Entira)
- Jerry Coupe* (Wilbur Ellis)
- Dave Craft* (SSI)
- Lorie Gasso* (AgGateway)
- Victoria Peoples* (Bayer Cropsience)
- Jessica Perry* (Mosiatic Co)
- Marcia Rhodus* (Monsanto Co)
- Frank Rydl *(Key Cooperative)
- Meri Kotlas (AgGateway)
- Wendy Smith* (AgGateway)
- Sara Novak* (AFIA)


(*Voting companies/** alternates)



Agenda

Topic	Topic Leader	Desired Outcome	Notes
1. Meeting Minutes	Marcia Rhodus	Minute-taker assigned	<p><i>Dave Craft to take notes – Dave Craft will not be available to take the meeting minutes.</i></p> <p><i>Prior to call "official" start - Wendy asked Meri about the administration for the Facebook account. She's not set up to do that.</i></p> <p><i>Reviewed who would and who would not be on the call...</i></p> <p><i>Sara has to step off, but for the newsletter – will have the AFIA Innovative Technology award winner announcement for the July issue and will be the author.</i></p> <p>ACTION: Wendy will get the official name for this award and send it to Nancy.</p>
2. AgGateway Antitrust Policy		Agreement to abide by click to view antitrust guidelines	<i>All agreed to abide</i>

3. Approval of Prior Meeting Minutes from Annual Conference		Team has approved minutes or agreed on updates for the 3/2/2012 Meeting	<i>Yet to receive March Notes from Jerry – Deferred approval for March notes in May along with today’s notes</i>
4. Review Action Items from last meeting	Marcia Rhodus	Review Status of Action Items	<i>See list below</i>
5. May Newsletter Planning	Nancy Appelquist	Plan for April newsletter in place	<p><i>May – Deadline for articles April 20, 2012</i></p> <ul style="list-style-type: none"> • <i>Conner’s Corner – Rod Conner</i> • <i>New Members – Nancy Appelquist – will have a new member, Technekes</i> • <i>Canadian Connectivity Project – Marilyn Hunter – FYI, project may be on hold</i> • <i>2012 Mid-Year Meeting – Pam Wilson</i> • <i>Annual Conference – Judy general</i> • <i>Sponsorship - Darlene</i> • <i>AgGateway in the News links – Darlene</i> <p><i>June</i></p> <ul style="list-style-type: none"> • <i>Conner’s Corner – Rod Conner</i> • <i>New Members – Nancy Appelquist</i> • <i>Seed Connectivity II Project update – Marilyn or an article on how to get a project started</i> • <i>Dun & Bradstreet Transition Task Force Update – Dave Surber/Wendy Smith – if not in May Newsletter</i> • <i>Future Vision Task Force Update – Wendy Smith</i> • <i>2012 Mid-Year Meeting – Pam Wilson</i> • <i>AGIIS update – Wendy Smith – recommendation implementation,</i> • <i>Annual Conference – Judy general</i> • <i>Sponsorship - Darlene</i> • <i>AgGateway in the News links – Darlene</i> • <i>Facebook placeholder – Nancy (in case we’re ready)</i> <p><i>July</i></p> <ul style="list-style-type: none"> • <i>AFIA Innovative Technology Award will be included</i> <p><i>Nancy referenced the document she uses to create the list of articles.</i></p> <p>ACTION: <i>Nancy will post her newsletter article list template to the M&C Committee webpage in the Supporting Documents folder.</i></p>
6. Membership Drive Plan of Action	Wendy Smith	Provide any updates on upcoming Membership drive	<i>Reference the notes on this in the action item section.</i>

<p>1. On Boarding</p>	<p>Marcia Rhodus</p>	<p>Provide updates on progress</p>	<p><i>Looking for feedback from the group on the current document. Want to put together a plan to on-board companies that are already members that bring new people into the AgGateway organization. Reference the document Marcia sent out earlier today (and embedded below).</i></p>  <p>OnBoarding Proposal Working Document 04</p> <p><i>Noted that additions/changes were highlighted in yellow</i></p> <p><i>Reviewed the concept of a Mentor Coordinator role on the M&C Committee to maintain the list of mentors and how they might maintain that list.</i></p> <p><i>Reviewed the concept of the mentor and the mentor program and introducing it into AgGateway. Walked through the proposed tasks of a mentor (suggested, required and optional) – reference the embedded document for additional details.</i></p> <p><i>Asked for suggestions and to forward any ideas on the concept to Marcia.</i></p>
<p>2. New Business</p>	<p>Marcia Rhodus</p>	<p>Team understands status, next steps</p>	<ul style="list-style-type: none"> • <i>New ACTION Item summary:</i> <i>Recommend we add this as a regular agenda topic</i> <ul style="list-style-type: none"> ○ <i>Marcia will add the marketing calendar review to our agenda as a regular agenda topic</i> ○ <i>Marcia will add Updating/Creating Council Sell Sheets to our agenda as an agenda topic for next month’s call.</i> ○ <i>Wendy will get the official name for the AFIA Innovative Technology award and send it to Nancy.</i> ○ <i>Nancy will post her newsletter article list template to the M&C Committee webpage in the Supporting Documents folder.</i> ○ <i>Everyone to write the newsletter articles they are responsible for by the deadline of April 20</i> ○ <i>Marcia to follow-up with Jerry Coupe re: missing meeting minutes for March 2012</i> • <i>Marcia raised a topic that came up from the Seed Council Meeting</i> <p><i>Controlling who gets the information at an organization controlled by the organization. They effectively control today by sending emails to Meri. If want to check/uncheck a list of names would be part of the CRM tool.</i></p> <p><i>Context: Wendy noted there was work done by a previous working group/task force – there was a proposal on managing email lists put forth that was never implemented.</i></p>

3. Review Liaison Communication List	Marcia Rhodus	Liaisons are aware of items they need to take back to their councils.	<table border="1" data-bbox="976 64 2005 203"> <tr> <td>AP -Lorie</td> <td>MT -Marcia</td> </tr> <tr> <td>AR -Frank Rydl</td> <td>PA -Jerry Coup</td> </tr> <tr> <td>CN -Jessica Perry</td> <td>Seed -Marcia</td> </tr> <tr> <td>CP -Victoria</td> <td>No one from OH or Feed</td> </tr> </table> <p data-bbox="976 251 2005 332"><i>Only point for the liaisons: Register for Mid-Year Meeting and make hotel reservations early.</i></p>	AP -Lorie	MT -Marcia	AR -Frank Rydl	PA -Jerry Coup	CN -Jessica Perry	Seed -Marcia	CP -Victoria	No one from OH or Feed
AP -Lorie	MT -Marcia										
AR -Frank Rydl	PA -Jerry Coup										
CN -Jessica Perry	Seed -Marcia										
CP -Victoria	No one from OH or Feed										
4. Upcoming Meetings		Set time & date for next meeting and future meetings.	<p data-bbox="976 357 2005 389">Next meeting 05/04/2012 11:00 PM EDT (10:00 CT, 9:00 MT, 8:00 PT)</p> <p data-bbox="976 406 2005 438">Victoria Peoples – Note Taker</p>								

Active Action Items List as of 2/03/2012

Accountable	Action	Status (as of 12/15/2011)
Wendy	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.	<i>Still Open</i>
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.	<i>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- once we are actively managing these. Once ready, Nancy will write a blurb</i>
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.	<i>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.</i>
Wendy	Provide monthly update on market calendar	<i>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</i>
Wendy	Post current sell sheets for councils	<i>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.</i>
Wendy	Send Nancy links to the other news articles for the newsletter.	<i>Completed – we decided that the link referenced was too old to include in the April newsletter.</i>
Wendy	Send out sound bites from AGIIS non subscribers to Liaison	<i>Don't understand what this one is...included in the action item for the membership drive.</i>

Note Taker Schedule:

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:

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