## Description: AG_logo.gif Membership & Communications Committee Agenda

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| |  |  | | --- | --- | | **Description: calendar** | **2012-05-04** (Friday) | | **Description: clock** | 11:00 am EDT (10:00 am CT, 9:00 am MT, 8:00 am PT)  ⦁ 1 hour | | **Description: telephone** | **Dial In #: 1-218-936-7999 Meeting ID: 806603** | | **Description: 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  **Description: users1 Attendees**   |  |  | | --- | --- | | **[X]** Andriana Doukas\* (Agrian)  **[X]** Nancy Appelquist \*(Entira)  **[ ]** Jerry Coupe\* (Wilbur Ellis)  **[ ]** Dave Craft\* (SSI)  **[ ]** Lorie Gasso\* (AgGateway)  **[X]** Victoria Peoples\* (Bayer Cropscience) | **[ ]** Jessica Perry\* (Mosiac Co)  **[X]** Marcia Rhodus\* (Monsanto Co)  **[X]** Frank Rydl \*(Key Cooperative)  **[X]** Meri Kotlas (AgGateway)  **[X]** Wendy Smith\* (AgGateway)  **[ ]** Sara Novak\* (AFIA)  (\*Voting companies/\*\* alternates) | |

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| **Description: 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) | |  | | --- | | *All agreed to abide* | |
| 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  Nancy made motion to approve April’s minutes, Victoria seconded the motion. All were in agreement so they were approved. March’s minutes were not posted.  Action Item: Wendy will send Marcia March’s meeting notes and Marcia will construct them for posting. |
| 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 : Due May 18th   * 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 (Received May 2nd) * Dun & Bradstreet Transition Task Force Update – Dave Surber– 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 (agenda, registration) – Judy Warf * Annual Conference (sponsorship) – Darlene Gibson * AgGateway in the News links – Darlene * Facebook placeholder – Nancy (in case we’re ready)   July : Due June 15th   * Conner’s Corner – Rod Conner * AFIA Innovative Technology Award will be included * Follow up article to the Mid-Year meeting – Pam Wilson * What’s new with CP – Victoria/Cindy * SPADE Project – Jim Wilson and Chip Donahue * New Members – Nancy Appelquist * Future Vision Task Force Update – Wendy Smith * AGIIS Update – Wendy * CCP recap - Marcia * Annual Conference (Speakers) – Judy Warf * Annual Conference (sponsorship) – Darlene Gibson * AgGateway in the news – Nancy Appelquist * Facebook placeholder – Nancy Appelquist   August   * D&B Transition Task Force Update * Experts, tips and tricks, or other value added information (in example a blog or new book…)   Action item – put the Experts, tips and tricks article to the July agenda for discussion so that we can attempt to implement in August.  *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 | Received information from Seed and Crop Nutrition by the April 20 deadline but had not received anything else. Sent a follow-up email and asked Rod to help get the information from the councils earlier this week. Received some targets for the Feed and Ag Retail councils but no bullet points on messaging.  With Rod’s help, we’re reaching out to basic manufacturer’s to get the list of EBID users that are not subscribers to AGIIS so we can also target them. Have received the list from one company and expect to receive from a couple of others within the next week or so. Need to reach back out to the remaining companies.  Plan to move ahead with a solicitation based on the information received to date (initial mailing list) and will draft the communication pieces next week. First mailing expected to go out to current list by Mid-May. Membership drive will go from mid-May through mid-July. |
| 1. On Boarding | | | Marcia Rhodus | | Provide updates on progress | Meetings continue to work though. Review has taken place. Wendy did receive the presentation and will review. Marcia has created the document to use to go before the management team for approval. We are now working through the ideas for the mentors to use. Steve will not be able to do the seminar at the mid-year. Marcia will reach out to Doug to see if he can do it. Who would be good presenters to do these quarterly. Suggestion to video tape testimonials is being discussed. There are some questions about who could video tape etc.. Please continue to think about what we can do and send the suggestions in. |
| 1. Marketing Calendar | | | Wendy Smith | | Team understands status, next steps | Confirmed at the Executive Staff meeting that AgGateway will not participate in United Fresh 2012, a produce industry trade show in May.  In June we have the AgGateway Mid-Year Meeting from June 11-14 and ASTA's 129th Annual Convention (in Maryland) which I do not believe we will attend.  In July we will be attending the OFA Short Course in Columbus, OH from July 14-17 (an OH Council association) and will have a booth at their trade show. We have not yet decided whether we will participate in the CPDA (Chemical Producers and Distributors Association) Annual Meeting in July (23-25) In Idaho. Plan to confirm whether or not will attend with Rod at my May meeting with him.  Action Item: Nancy will put this information in the newsletter. |
| 1. Review Current Council Sell Sheets | | | Wendy Smith | | Team understands status, next steps | * AgRetail has draft posted and is being updated. * Allied Providers, Wendy does not thing we have anything. * Crop Nutrient has started updating theirs. * Crop Protection has nothing but they use the general AgGateway one. * Feed Council has one from 2009 and it needs to be updated. Suggestion would be that they include their project. * Seed Council they have one but it is from 2009 and needs to be updated. * OH does have one and it was updated in 2011. * Precision Ag does not have one. * Grain Council has one from 2009; they are working to form a council now so we should reach out to them. * Action Items: We need them for every council.   1. Each lead council liaison needs to bring this up with their group and gets it completed before the end of the year. They need to get this on their agenda’s for June and formulate a plan to create it by the end of the year. The liaison needs to communicate it to their chairs by May 16th.   2. Wendy will be available to support the liaison and help encourage the council chairs. She will email the council leads on May 18th to reinforce what the liaison has suggested.   3. Marcia will add this topic to the June meeting to make sure the liaisons have everything they need to lead the topic at their council June meeting.   4. Liaisons need to ask their councils if anyone has the resources to do the testimonial video’s and let Marcia know.   The current copies are posted on the web page as “Value Flyers”. |
| 1. New Business | | | Marcia Rhodus | | Team understands status, next steps | Meri has been working on the new website and plans are for it to go into production June 1st. |
| 1. Review New Action Items | | | Note Taker | | 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 | | Items to be taken to Councils:   1. Before May 16th contact your council chair to request they add an agenda item to their Mid-Year meeting for the purpose of discussing a plan for either writing or updating their “Sell Sheets”. These documents will be useful in promoting membership in the council, during Membership Drives and to obtain information for articles featuring the council. Due date for completion of the Council Sell Sheet is before the end of the year. 2. We are looking for resources to video tape AgGateway Testimonials, etc for the on-boarding web page. If anyone on your council has access to resources and equipment and are willing to donate time to this effort, forward contact information to Marcia | | |
| 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 5/04/2012** | | |
| **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 | 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 Smith | 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 Smith | 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)***  *This has been completed.* |
| Wendy Smith | 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)****This has been completed.* |
| Wendy Smith | Send Marcia March’s meeting notes and Marcia will construct them for posting. |  |
| Wendy Smith | Send Nancy the Marketing Calendar information so it can be added to the newsletter. |  |
| Wendy Smith | Email the council leads by May 16th to reinforce the adding the agenda item around “Sell sheets” to their Mid-Year meeting. |  |
| Nancy Appelquist | Nancy will post her newsletter article list template to the M&C Committee webpage in the Supporting Documents folder. | *This has been completed.* |
| Marcia Rhodus | Add the Experts, tips and tricks article discussion onto the July agenda for discussion so that we can attempt to implement in August. |  |
| Liaisons | Each lead council liaison will contact their Council Chair requesting they add an Agenda item to their Mid-year Meeting to address the “Sell sheet”. A plan needs to be developed to edit or write the document before the end of the year. The liaison needs to communicate it to their chairs by May 16th. |  |
| Marcia | Add an agenda item to the June 1st meeting to review what information is needed to drive councils to complete their Sell Sheets by end of year. |  |
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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 |