## AG_logo.gif Membership & Communications Meeting Notes

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| calendar **2010-12-17**clock 9:00 A.M. EDT; 10:00 A.M. CDTtelephone **Phone number: 800-503-2899** **CODE: 5427509#**  | **Contact**: Jerry Coupe ⦁ Chair ⦁ 206-439-2220 ⦁ jcoup@wilburellis.com Marcia Rhodus⦁ Vice Chair ⦁ 314-694-8759 ⦁ marcia.k.rhlodus@monsanto.com**users1 Attendees**

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| **[X ]** Jerry Coupe, Wilbur Ellis**[X ]** Marcia Rhodus, Monsanto**[X ]** Charissa Aclin, AgGateway**[X ]** Wendy Smith, AgGateway**[ ]** Laura Wennemer, XS Inc.**[ ]** Cindee Delbridge, Costa Farms | **[X ]** Marianne Embree, CF Industries**[X ]** Dave Craft, SSI**[ ]** Chip Donahue, John Deere**[ ]** Nancy Appelquist, Entira**[X ]** Lorie Gasso, CSC |

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** Agenda**

| Topic | Topic Leader | Desired Outcome | Notes |
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| 1. Meeting Notes
 | Jerry | Note-taker assigned |  Wendy Smith agreed to take notes for the meeting. |
| 1. AgGateway Antitrust Policy
 | Jerry | Each team member has agreed to abide by the Antitrust Policy | All Agreed |
| 1. Approval of Prior Meeting Minutes
 | Jerry | Team has approved minutes or agreed on updates |  |
| 1. Updates
 | Wendy | Team is informed of current information provided | * The Annual Conference was very successful, increase of 50% over previous participation. Goal for attendance at 2011 CCP – 125 and 2011 Annual Conference – 250. Would like to include the M&C committee more in the development of the CCP and Conference Communication Plans. Denise Nelsen is the Chair for the CCP Mtg and Judy Warf is the Chair for the 2011 Annual Conference. Darlene Gibson, also on the Conference Committee, has responsibility for the Communication Plan.
* Board – Steve Schaefer elected Vice Chair of the Board.
* Marketing Plan – reviewed previously and received some input. Plan to update it over the holidays and create a 2011 calendar of events/tasks. Will be looking for input/feedback from the M&C committee on the plan as well as assistance in the implementation.
* Recruiting – we need to complete our discussions and create a 2011 plan for recruiting new members working with the various Councils. After the first-of-the-year we will begin to focus on the target segments (Grain, Specialty and ornamental, forestry, right of way management, etc.), Animal Health, Produce)
* The Management Team did not meet in December so there is no update.
* Newsletter – we will need to identify editors, someone to be responsible for the new members since Carl Bartenhagen is no longer involved in AgGateway.
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| 1. Nominations for Vice Chair
 | Jerry | Acquire names of committee members interested and select a new Vice Chair | * Asked for volunteers or nominations to be Vice Chair for 2011. Wendy mentioned that Rod recommended a person from Agrian. She will follow up with Rod to see if there is interest.
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| 1. M&C Committee Members
 | Jerry | Confirm who will participate on the committee for 2011 | * Jerry plans to send another email to get confirmation that remaining members plan to stay on the committee. Asked for recommendations for people to join the committee.
* Referenced the recent Newsletter contained an article about M&C Committee and solicits volunteers. A suggestion was made that once we identify who will remain on the committee along with councils they represent; we can reach out to any Council not represented to ask they provide a liaison.
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| 1. Funding For Website Evaluation
 | Nancy Appelquist | Review status of project to rework AgGateway’s website | * Jerry provided some background on the potential website evaluation.
* If we move forward would like to do this in the context of other changes we need for the website. We can include as a topic for our January call so we can discuss in more depth. Perception is that our website is useful for existing members. However given our mission to promote, enable and expand eBusiness. The website is not designed in such a way as to help fulfill that mission
* We will budget for work in 2011
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| 1. 2011 M & C Work Plan
 | Jerry & Wendy | Discuss ideas to include in plan with Committee | * Would like to lay out a plan for what to include in the monthly newsletter – each month focus on a council: number of members, area of focus, projects, etc. Opportunity to generate interest, allow people to use more. Always the question of whether the newsletter is getting to the right people in the member organizations – who should be the recipients, how it gets distributed within each member organization, etc.
* A question was asked about process to manage the work plan – Do we considering a single document to manage the work plan? Charissa suggested using a wiki or Google doc to help us manage.
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| 1. Misc.
 | Jerry |  | * No other topics were brought up. Jerry asked for a volunteer to take notes for the conference calls moving forward. Suggestion was made to take turns capturing the meeting notes.
* Jerry asked for confirmation that the current meeting time and schedule worked for everyone.
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| **Active Action Items List** |
| **Accountable** | **Action**  | **Status** |
| **Jerry Coupe** | Jerry will follow-up on Rod’s recommendation for Vice Chair. |  |
| **ALL** | Send any recommendations of individuals that would be a good addition to join the committee to Jerry.  |  |
| **Jerry Coupe & Wendy Smith** | Get together to discuss potential redesign of website and add as topic for additional discussions at our next call. |  |
| **Charissa**  | Prepare a recommendation for managing the work plan to be discussed during our next meeting. |  |
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