## AG_logo.gif Membership & Communications Committee Notes

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| **calendar** | **2011-04-01** (1st Friday of Month) |
| **clock** | 10:30 AM ET ⦁ 1.0 hours  |
| **telephone** | +1 (888) 858-6182 Meeting ID: 1044968# |
| **monitor** | [online collaboration tool] |
| Acronyms: |  |
| **MSA** | Moved, seconded, approved |
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 | **Contacts**: Jerry Coupe ⦁ Chair ⦁ (206) 439-2220 ⦁ jcoupe@wilburellis.comMarcia Rhodus ⦁ Vice Chair ⦁ (314) 694-8759 ⦁ marcia.k.rhodus@monsanto.com

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| **users1** | **Attendees** |
| [x] Adrian Doukas[ ] Bruce Blitch[ ] Charissa Aclin [ ] Chip Donahue[ ] Cindee Delbridge[x] Dave Craft [ ] Doug Mills [x] Frank Rydl[x] Jerry Coupe[ ] Laura Wennemer  | [ ] Lorie Gasso [ ] Marcia Rhodus [x] Marianne Embree [ ] Nancy Appelquist[x] Rod Conner[ ] Sara Novak [ ] Tim Piper[ ] Wendy Smith[ ] Valerie Stopher |

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| **note** | **Agenda** |
| Time | Topic | Topic Leader | Desired Outcome |  |
| :05 | 1. Meeting Notes – need someone to capture
 | Jerry Coupe | Minute-taker assigned | Dave taking notes. |
| 1. AgGateway Antitrust Policy
 | Each team member has agreed to abide by itAnti-trust Guidelines can be found on the AgGateway website:<http://www.aggateway.org/LinkClick.aspx?fileticket=ur56RxhieeI%3d&tabid=378>  | All agreed. |
| 1. Prior Meeting Notes – Approve 3/04/2011 Meeting minutes
 | Team has reviewed prior to call, discusses any changes necessary, and approves the minutes | Not enough on call for a quorum. Approval deferred to next month’s meeting. |
|  | 1. Action items from prior meeting (listed in table below):
 | Jerry Coupe | Everyone understands status, next steps | Jerry updated the group a status on each of these. (See list on page 3 for a breakdown) |
|  | 1. Website Update
 | Wendy Smith | Everyone understands status, next steps for web site review | Wendy not present on call. Update deferred until next month. |
|  | 1. Newsletter
 | Jerry Coupe | Revised deadline for submission of articles is 4/06/2011. Publication date planned for 4/12/2011. | Andriana Doukas has volunteered to edit the monthly newsletter and is working on the April edition. Several articles have been submitted and things are on pace for the publication date.* GS1
* Conner’s Corner – Rod Conner
* Ag Retail Council – Roger Parks
* CCP Meeting update
* Annual Conference Sponsorship Opportunities (email was sent this past week)

May issue will focus on Precision Ag Council |
|  | 1. New Members on boarding process
 | Jerry Coupe | March additions | Central Valley Ag Cooperative in Elgin, NE They will be active in several councils. Ag Retail, Precision Ag, Crop Nutrition, Feed & SeedAGCO Corp: Precision Ag Council |
|  | 1. Other Business
 |  | Any additional items that came up during discussions. | A press release will be going out this month on the AFIA’s Innovative Technology Award which AgGateway sponsors.  Novus International was the winner.  AgGateway is getting good media coverage from Feed & Grain and other Feed industry media organizations.  CropLife America board approved a similar award that will be announced this month.  “The CropLife America Innovative Technology Award”.  This award will be presented at the CLA annual meeting and will include video clips of the winner on YouTube and at the annual meeting.The concept is being promoted with other industry trade groups as well (ARA is the next to be contacted.) It is our plan in 2012 to choose the AgGateway Innovative Technology winner from this group of industry segment winners. |
|  | 1. Next Call/Meeting
 |  | Determine the next date/time to meet | **May 6, 2011 at 11:30am ET** (8:30 PT, 9:30 MT, 10:30 CT). Monthly meeting the first Friday of the month. |

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| **Active Action Items List as of April 01, 2011:**  |
| **Person Accountable** | **Action (and date assigned)** | **Status (and date the status update)** |
| All  | To consider their availability to be editor or who might be a good candidate for the editor and let Jerry know by next week | Completed  |
| All | Provide Wendy with any feedback on AgGateway website areas/improvements they would like to see addressed. | In Process |
| Charissa | Will add Nancy Appelquist to the notification list for new member & contact information | Completed |
| Marcia | Clean Up the Attendee List on the Agenda and Meeting Notes Document. | Completed |
| Wendy | To proceed investigating use of a 3rd party resource to review the AgGateway website (2/15) | In Process |
| Wendy | Follow up with Denise Nelsen and Marcia Rhodus re: writing an article about the Mid-Year CCP meeting for the April newsletter | In Process |
| Wendy | Follow up with Darlene Gibson and Olivia Immerman re: writing an article about the Annual Conference Sponsorship opportunities for the April newsletter | Completed |
| Jerry | Follow up with Roger Parks and Ron Farrell re: writing an article about the Ag Retail Council for the April newsletter | Completed |
| Wendy | Follow up with Education Committee to collect the feedback they have to date re: On Boarding of New Members | In Process |
| Wendy | Send out to all committee members the document previously created by M. Hunter on assimilating new members. | Jerry is to check with Wendy on this. |
| Wendy | Proceed with selecting consultant to review website for improvements and report back to group on estimates. | In Process |
| Wendy  | Will write an article for the April Newsletter to solicit ideas for future newsletter articles. | In Process |