## AG_logo.gif Membership & Communications Committee Notes

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| **calendar** | **2011-10-07**Monthly Conference Call |
| **clock** | 11:30 EDT 10:30 EDT 8:30 PDT  |
| **telephone** | **877-617-5491** **Meeting ID 14141****(This is a new number)** |
| **monitor** |  |
| 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] Andriana Doukas[ ] Bruce Blitch[ ] Charissa Aclin [ ] Chip Donahue[ ] Cindee Delbridge[X] Dave Craft [ ] Doug Mills [ ] Frank Rydl[ ] Jerry Coupe[ ] Laura Wennemer  | [X] Lorie Gasso [ ] Marcia Rhodus [X] Marianne Embree [X] Meri Kotlas [X] Nancy Appelquist[ ] Rod Conner[ ] Sara Novak [ ] Tim Piper[X] Wendy Smith[ ] Valerie Stopher |

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| **note** | **Agenda** |
| Time | Topic | Topic Leader | Desired Outcome |  |
| :05 | 1. Meeting Notes – need someone to capture
 | Frank Rydl | Minute-taker assigned- | Lorie will take 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 agree to abide. |
| 1. Prior Meeting Notes – Approve 9/14/2011 Meeting minutes
 | Team has reviewed prior to call, discusses any changes necessary, and approves the minutes | Meri did not attend the meeting on 9/14 so the introduction did not take place.Approve as amended Nancy/Wendy MSA |
|  | 1. Review Action Items from September Conference Call
 | Jerry Coupe | 1. Follow up on M&C Membership and Council representation
2. Schedule call to review presentation of M & C Marketing Plan
3. Request assistance from Council liaisons to get the Value Publications updated/created for each Council
4. Developing a membership drive for Q4-2011
 | Note: Kelby Kleinsasser is looking for Precision Ag Council representative and Vickie Smith has asked for a Crop Protection Council representative1. Nancy - Management Team was notified that the M&C is looking for council liaisons.

 Need representatives from PA and CP.1. It is important to schedule a review of Marketing Plan prior to Conference. (Wendy can’t attend the M&C at conference due to conflicting DOC meeting.) **ACTION**: Schedule M&C meeting for the first Friday of Nov (11/4) to discuss. All approved. The 11/4 meeting should be on the regular conference call number.
2. **ACTION**: Council liaisons to create/update Value Publications
3. Wendy had asked for help with membership drive. **ACTION**: All to send Wendy suggestions by 10/14. **ACTION**: Wendy will draft something to send to group and include on 11/4 call. That would allow for conversation at conference.
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|  | 1. October Newsletter Planning
 | Jerry Coupe | 1. Review plans and dates for October edition of the Newsletter:
* Conner’s Corner
* Annual Meeting article
* Project Status update
* Task force updates
* Web Project update
* Other TBD
 | Project Status comes from MarilynArticles due Oct 21 published Nov. 1Additional articles:1. Last minute conference info such as transportation.
2. Thank sponsors

Nancy needs point of contact for new members. **ACTION**: Nancy to send Wendy new members for whom she needs contact info.Wendy will submit article for Web Project UpdateHighlight projects such as Seed Connectivity2 **ACTION**: Wendy will follow up with Steve on SC2 & ask Marilyn to write an article focused Tonnage Tax. The project meetings are open. |
|  | 1. Website Assessment Project
 | Wendy Smith | 1. Update on current status and next steps for the web site review process
 | Review presentation posted on the M&C Committee webpage in the “meeting\_minutes” folder *AGW website assessment 10072011.ppt*Meri will do presentation at conference.Questions1. Will log in be remembered? Yes, just as it does today.
2. Will there be more than one way to access documents instead of just a central area? Documents will be available from committee page and from a general access area.
3. What are the Next Steps? Finalize recommendation, finish documentation, present to staff at the executive staff meeting 10/17. Analysis of budget and resources. May be able to implement some of the changes in January.
4. Are the issues that were brought up correct and complete? It looks great. Look forward to color.

Time’s up |
|  | 1. New Membership on-boarding process
 | Marcia Rhodus | 1. Update on work underway to revise on-boarding process
 | **Tabled until meeting at conference.** |
|  | 1. Plan Agenda for November Annual Meeting
 | Marcia/ Wendy | 1. Discuss agenda items for M & C Committee meeting at annual conference
 | **To be addressed on 11/4 meeting** |
|  | 1. Other Business
 | Wendy | 1. Discuss need to identify candidate to become vice-chair in 2012
 | **Mentioned, not discussed due to lack of time.** |
|  | 1. Next Meeting
 |  | Determine the next date/time to meet | **November 9, 2011 at 1:00 p.m. PST in Las Vegas, NV** |
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1. **Council liaisons** to create/update Value Publications
2. **Jerry** to send out invitation for meeting on 11/4 to review Marketing Plan, Membership Drive and conference agenda topics.
3. **Jerry** and Andriana to have an article for PA
4. **Marcia** will update agenda attendees to coincide with the distribution list.
5. **Marcia** will send email to M&C members for suggestions for membership drive. Stress importance of the membership drive.
6. **Marcia, Jerry and Wendy** will develop proposed agenda for conference and send out with request for additions.
7. **Meri** – Add Marcia as Seed Council liaison to M&C webpage.
8. **Nancy** to send Wendy new members for whom she needs contact info.
9. **Wendy** will follow up with Marrianne and Christine on the CN Value Proposition. Wendy will provide them with the current draft from late last year.
10. **Wendy** will follow up with Steve to write article for Seed Connectivity 2
11. **Wendy** - Ask Marilyn to write an article focused Tonnage Tax
12. **Wendy** will draft a membership drive draft to send to group for comments.
13. **Everyone** - Send newsletter articles to Meri and Andriana
14. **Everyone** - Let Marcia know if you’re interested in being Vice Chair of this committee.
15. **Everyone** - to send Wendy suggestions for membership drive by 10/14.