## AG_logo.gif Membership & Communications Committee Notes

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| **calendar** | **2011-11-09**at Annual Conference |
| **clock** | 4:30 ET 3:30 CT 2:30 MT 1:30 PT  |
| **telephone** | **No call in available for this meeting** |
| **monitor** |  |
| Acronyms: |  |
| **MSA** | Moved, seconded, approved |
|  |   |

 | **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 [X] Frank Rydl[X] Jerry Coupe[ ] Laura Wennemer [X] Denise Nelson[X] Jessica Perry | [ ] Lorie Gasso [X] Marcia Rhodus [ ] Marianne Embree [X] Meri Kotlas [ ] Nancy Appelquist[ ] Rod Conner[ ] Sara Novak [ ] Tim Piper[ ] Wendy Smith[X] Valerie Stopher[X] Victoria Peoples |

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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- | Valerie Stopher –Valerie stated this would be her last meeting, due to SCII project commitment |
| 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 10/07/11 & 11/04/11 Meeting minutes
 | Team has reviewed prior to call, discusses any changes necessary, and approves the minutes | Minutes from neither meeting had been circulated, will approve next meeting. |
|  | 1. Review Action Items from September Conference Call
 | Jerry Coupe | 1. Jerry will check into Possible Pulic Awareness for November Newsletter
2. Wendy Follow up with Marianne, Christine & Marcia on the Crop Nutrition & Seed Value Proposition. Wendy will provide them with the current draft from last year
3. Let Marcia know if interested in being Vice Chair on the committee
4. Wendy Create a membership drive draft to send to group for comments
5. Send Wendy suggestions for membership drive by 10/14
6. Web Site update
 | 1. This will be in November Newsletter
2. This is on-going
3. Wendy was not at this meeting, but per Jerry, this is ongoing
4. Nancy Appelquist has accepted the role of vice chair. Dave Craft wondered if we should make sure that it is ok for her to be vice chair because she was chair several years ago. Marcia checking with the board to verify if this is ok.
5. Dave suggested posting videos of the Annual Conference, and targeting new members on Vimeo rather than U-Tube. He felt this was a better platform, the group agreed. Meri was going to look into this. Andrianna suggested posting interviews with different members in each committee as to how being a member has benefited them in order to increase committee membership. Suggestion to update Ag Gateway 101 and use quarterly
6. Meri reported on the review of the web site layout that is going on now. Will send re-design out to M&C members when complete.
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|  | 1. October Newsletter Planning
 | Jerry Coupe | 1. Review plans and dates for November edition of the Newsletter:
* Conner’s Corner
* Annual Meeting article
* Project Status update
* Task force updates
* Web Project update
* Other TBD
 | Articles due November 18th for December 2nd publishing.Conners Corner-RodTaskforce Report-WendyProject Update-MarilynSeed Connectivity II Article-WendyTonnage Tax ArticleConference RecapSave the date for the 2012 CPP Conference June 12-14th in Johnstown, IAArticle on joining committees |
|  | 1. Website Assessment Project
 | Wendy Smith | 1. Update on current status and next steps for the web site review process
 | There was a presentation by Wendy at the conference, but Meri also showed some of the changes during the meeting and asked for continued input. |
|  | 1. New Membership on-boarding process
 | Marcia Rhodus | 1. Update on work underway to revise on-boarding process
 | Marcia presented new On-Boarding process |
|  | 1. Next meeting
 |  |  Determine date/time to meet | **Next meeting December 2nd. Monthly call 1st Friday of every month at 10 a.m. CT** |
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1. Council Liasons for 2012-Lorie Gasso-Allied Provider; Frank Rydell- Ag Retail; Denise Nelson-CNC; Victoria Peoples-Crop Protetion; Sarah Novak-Feed; Marcia Rhodus-Seed