

Need and

Membership & Communications

Meeting Agenda/Notes



2009-12-11 (Friday)



01:30 CST • 60 minutes



218.936.7999 • 806603#



<http://www.aggateway.org/Default.aspx?tabid=564>

Contact: Chip Donahue • Chair • 217.971.5711 •
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Attendees

- | | |
|---|--|
| <input type="checkbox"/> Dave Craft, SSI | <input type="checkbox"/> Bruce Blitch, TKI |
| <input type="checkbox"/> Chip Donahue, John Deere | <input type="checkbox"/> Lorie Gasso, CSC |
| <input type="checkbox"/> Tim Piper, GROWMARK | <input type="checkbox"/> Doug Mills, Mosaic |
| <input type="checkbox"/> Sarah Novak, AFIA | <input type="checkbox"/> Val Stopher, JR Simplot |
| <input type="checkbox"/> Carl Bartenhagen, Monsanto | <input type="checkbox"/> Brett Phipps, MFA |
| <input type="checkbox"/> Laura Wennemer, XS, Inc. | <input type="checkbox"/> Christine Dingman, CFI |
| <input type="checkbox"/> Jerry Coupe, Wilbur-Ellis | <input type="checkbox"/> Charissa Aclin, AgGateway |
| <input type="checkbox"/> Marilyn Hunter, AgGateway | <input type="checkbox"/> Rod Conner, AgGateway |



Agenda

Time	Topic	Topic Leader	Desired Outcome	Notes
	1. Meeting Notes		Note-taker assigned	
	2. AgGateway Antitrust Policy	C. Donahue	Agreement to abide by it	

Time	Topic	Topic Leader	Desired Outcome	Notes
0:10	3. Review Action Items	C. Donahue	Review of action items from last meeting	<ul style="list-style-type: none"> Rod to identify 4-5 shows we would like to conduct a trial run of having this sign displayed In Process Rod to contact AgGateway member exhibitors to see if they will participate and display this sign. In Process Charissa to rework e-newsletter so that 1-2 sentences are used for each topic and contain a link to the actual article located on the website. Future Charissa to write an article on the transition to a new website. Postponed Dave will get with Charissa on incorporating the new tagline into the new website. In Process Dave will write PCI press release Done Dave will ask JUMP for estimate on Logo style sheet Chip will ask Nancy to write conference recap Chip will email Charissa most current PPT template Christine will write article on Ron Storms Award Marilyn will write Project Update for newsletter Lori will ask Jim Wilson to write short blurb on upcoming Educational opportunities
0:40	4. Newsletter	C. Donahue	Finalize Dec Newsletter	<p>Will be sent out next week</p> <p>Articles Included:</p> <ul style="list-style-type: none"> Conference recap – Nancy A sent to Chip. Conference comments from First Timer Attendees Early bird Educational Sessions New Member Spotlight – First4Farming. Charissa Comments from Students in Gateway to Ag Careers - Judy Ron Storms Award to Tim Piper – Christine Project Updates - Marilyn Next Newsletter
	5. Press Releases	D. Craft	Identify any news items that might merit a press release	<ul style="list-style-type: none"> PCI Project – Promoting AGW edu programs/opportunities Gateway to Ag Careers CCP Meeting 2010 Conference – Sending Newsletter and Press Releases to affiliates – process/timing Other news worthy items upcoming for Press Release?
	6. Style Sheet for New AGW tagline	C. Donahue	Status update	Dave to check with JUMP to get as estimate for help with tagline standards and templates.
	7. Promoting AGW at industry shows	D. Craft/Rod Conner	Status Update	Results from ARA. Plans for next conference. Rod update.

Time	Topic	Topic Leader	Desired Outcome	Notes
	8. Strategic Objective #4 M&C Support	C. Donahue	Identify actions the M&C committee can take or initiate to support	Dave read the #4 Strategic Objective "Develop marketing and create promotions to expand use of e Business throughout agriculture and measure effectiveness" and asked for ideas on how the M&C can help support this Website transition will be a good start. Discussed ways to improve the use of the website for nonmembers. Ran out of time before more ideas could be discussed
	9. M&C Vice Chair	C. Donahue	Status Update	We need a volunteer for Vice Chair for this committee. We also need members to act as liaisons for each council. Still missing people to represent CP, Feed, and AP. M&C Liaisons: * CN – Tim Piper * Seed – Carl Bartenhagen * CP – ? * Feed - ? * AP – ? Marcia Rhodus from Monsanto attended meeting and showed interest in joining the M&C committee. Need to verify and get her listed on the website and committee sheet.
	10. Additional Business	Committee		The AGW transformation has been postponed until after the conference
0:10	11. Commitments/ Action Items	C. Donahue	Agreement on commitments made (Action Items)	•
	12. Upcoming Meetings	C. Donahue	Agreement on schedule	2010 meeting schedule