## Need and


## Membership & Communications

## Meeting Agenda/Notes

|  |  |  |  |
| --- | --- | --- | --- |
|  **2010-01-08** (Friday)  10:00 AM CST ⦁ 60 minutes 218.936.7999 ⦁ 806603# <http://www.aggateway.org/Default.aspx?tabid=564>  | **Contact**: Chip Donahue ⦁ Chair ⦁ 217.971.5788 cell⦁ DonahueCharlesH@JohnDeere.com  **Attendees**

|  |  |
| --- | --- |
| **[ ]** Dave Craft, SSI**[ ]** Chip Donahue, John Deere**[ ]** Tim Piper, GROWMARK**[ ]** Sarah Novak, AFIA**[ ]** Carl Bartenhagen, Monsanto**[ ]** Laura Wennemer, XS, Inc.**[ ]** Jerry Coupe, Wilbur-Ellis**[ ]** Marilyn Hunter, AgGateway**[ ]** Marsha Rhodus, Monsanto | **[ ]** Bruce Blitch, TKI**[ ]** Lorie Gasso, CSC**[ ]** Doug Mills, Mosaic**[ ]** Val Stopher, JR Simplot**[ ]** Brett Phipps, MFA**[ ]** Mariann Embree, CFI**[ ]** Charissa Aclin, AgGateway**[ ]** Rod Conner, AgGateway |

 |

 **Agenda**



| Time | Topic | Topic Leader | Desired Outcome | Notes |
| --- | --- | --- | --- | --- |
|  | 1. Meeting Notes
 |  | Note-taker assigned |  |
|  | 1. AgGateway Antitrust Policy
 | C. Donahue | Agreement to abide by it | All agreed |
| 0:10 | 1. Review Action Items
 | C. Donahue | Review of action items from last meeting | * Rod and Dave will determine if additional language should be placed on the AGW poster “Ask Us for Information” used by Members at trade shows. Still testing concept.
* Rod to contact AgGateway member exhibitors at AFIA to see if they will participate and display this sign.
* 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. January, 2010 timeframe
* Charissa to write an article on the transition to a new website once site is up.
* Dave will get with Charissa on incorporating the new tagline into the new website. **In Process**
* Dave will get JUMP estimate on Logo style sheet
* Chip will send PCI press release to MT for approval. **Done**.
* Chip will send note to Judy Warf regarding Gateway to Ag Careers PR, Conference Committee regarding press releases.
*
 |
| 0:40 | 1. Newsletter
 | C. Bartenhagen | Finalize Jan Newsletter  | Will be sent out next weekArticles Included:* New Member Spotlight – ?
* Project Updates - **Marilyn**
* Newsletters will be published the Third Week of the month. Target 9 – 10 total. Carl and Charissa will determine a schedule for review.
 |
|  | 1. Press Releases
 | C. Donahue | Identify any news items that might merit a press releaseAssign Press Release Lead? | * Response to PR
* 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?
 |
|  | 1. Style Sheet for New AGW tagline
 | C. Donahue | Status update | Dave to get JUMP estimate for help with tagline standards and templates and bring back to committee. .  |
|  | 1. Promoting AGW at industry shows
 | D. Craft/Rod Conner | Status Update | Results from ARA – CF and SSI had poster in booth. Rod would like to add “Ask me about …” Rod and Dave will discuss approach for AFIA conference. Rod suggested taking a sponsorship approach at some conferences to get the AGW name more recognized and to help get people to ask the Member for more information.  |
|  | 1. Strategic Objective #4 M&C Support
 | C. Donahue | Identify actions the M&C committee can take or initiate to support  | Plan to discuss actions the committee can take to help implement #4 Strategic Objective “Develop marketing and create promotions to expand use of e Business throughout agriculture and measure effectiveness”. Will place it high on agenda for Jan meeting. The Website transition will be a good start – Charissa needs ideas on what people interested in membership and members want to see on the site. The new Exec VP will be responsible for this once hired.  |
|  | 1. M&C Vice Chair
 | C. Donahue | Status Update | People had trouble getting their phones off mute to volunteer to be Vice Chair for this committee. Perks are many. Chip will confirm liaisons for each council. M&C Liaisons:\* CN – Marianne Embree\* Seed – Carl Bartenhagen \* CP – ???\* Feed – Sarah Novak\* AP – Lori GassoChip will verify that Marcia Rhodus from Monsanto is interested in joining the M&C committee. Once confirmed Chip get her listed on the website and committee sheet.  |
|  | 1. Additional Business
 | Committee |  |  |
| 0:10 | 1. Commitments/ Action Items
 | C. Donahue | Agreement on commitments made (Action Items) |  |
|  | 1. Upcoming Meetings
 | C. Donahue | Agreement on schedule | Next Meeting on January 8, 2010 at 10:00 am CST. 2010 meeting schedule – Second Friday of the month, Chip will send out a meeting notice.  |