## Need and



## Membership & Communications

## Meeting Agenda/Notes

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| **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 week  Articles 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 release  Assign 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 Gasso  Chip 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. |