## 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**   |  |  | | --- | --- | | **[X]** Dave Craft, SSI  **[X]** Chip Donahue, John Deere  **[ ]** Tim Piper, GROWMARK  **[X]** Sarah Novak, AFIA  **[X]** Carl Bartenhagen, Monsanto  **[ ]** Laura Wennemer, XS, Inc.  **[ ]** Jerry Coupe, Wilbur-Ellis  **[ ]** Marilyn Hunter, AgGateway  **[ ]** Marcia Rhodus, Monsanto | **[ ]** Bruce Blitch, TKI  **[X]** Lorie Gasso, CSC  **[ ]** Doug Mills, Mosaic  **[ ]** Val Stopher, JR Simplot  **[ ]** Brett Phipps, MFA  **[X]** Marianne Embree, CFI  **[X]** Charissa Aclin, AgGateway  **[X]** 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 completed the update of the AGW poster “Ask Us for Information” used by Members at trade shows. * Rod and Sarah will work with exhibitors at AFIA to see if they will participate and display this sign. * Charissa will rework the e-newsletter with line to the actual article located on the website once the new web site is completed. **In progress** * Charissa to write an article on the transition to a new website once site is up. **Done** * Dave will get with Charissa on incorporating the new tagline into the new website. **Done** * Dave got the JUMP estimate for the on Logo style sheet. **Done** * Chip will send PCI press release to MT for approval. **Done**. * Chip will send note to Judy Warf regarding Gateway to Ag Careers PR and Sheila O Day CPP - Conference Committee regarding press releases. * Carl and Charissa will develop a Newsletter calendar for due dates and publishing dates. |
| 0:40 | | 1. Newsletter | C. Bartenhagen | Finalize Jan Newsletter | Will be sent out next week  Articles Included:   * New Member Spotlight – Al-Tech? * 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. In progress. * Sarah will write an article about the testimony presented to Congressional committee re Feed Track and Trac, AgGateway’s involvement |
|  | | 1. Press Releases | C. Donahue | Identify any news items that might merit a press release  Assign Press Release Lead? | * Response to PR – Rod will send any press releases to the M&C team FYI. Then set a link to the article on AGW web site (Charissa actually!) * Promoting AGW edu programs/opportunities * Gateway to Ag Careers – Chip will contact Judy * CCP Meeting – Chip will contact Sheila * 2010 Conference – Chip will contact Darlene * Sending Newsletter and Press Releases to affiliates – Rod does this * Other news worthy items upcoming for Press Release? |
|  | | 1. Style Sheet for New AGW tagline | C. Donahue | Status update | The cost for JUMP to help with tagline standards and templates was $1500 (Dave). They will incorporate the tag line, colors, size and other standards; create templates for our use and produce the final style sheet.  Motion to approve by Lori Gasso, Second by Marianne. Passed unanimously. |
|  | | 1. Promoting AGW at industry shows | Rod Conner | Status Update | Rod and Dave updated the text on the poster for the upcoming AFIA show. Rod and Sarah will work with the AGW members attending the show to get eth posters visible. |
|  | | 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. Rod suggested we wait until the new Exec VP is in place before doing any work here. |
|  | | 1. M&C Vice Chair, Liaisons | C. Donahue | Status Update | Still looking for a volunteer to be Vice Chair for this committee.  Chip will confirm liaison for the CP committee with Richard. M&C Liaisons:  \* CN – Marianne Embree  \* Seed – Carl Bartenhagen  \* CP – ???  \* Feed – Sarah Novak  \* AP – Lori Gasso  Rod discussed his work to develop two new Councils – Ornamental Horticulture and Precision Ag. There is interest within those segments with more to come. It takes a longer time to initiate a new Council than we would like but these look promising.  Chip verified that Marcia Rhodus from Monsanto has joined the M&C committee. Chip will get her listed on the website and committee sheet. |
|  | | 1. Additional Business | Committee |  | Charissa discussed the new look to the web site and its launch this month. |
| 0:10 | | 1. Commitments/ Action Items | C. Donahue | Agreement on commitments made (Action Items) | Action items listed in the notes. |
|  | | 1. Upcoming Meetings | C. Donahue | Agreement on schedule | Next Meeting on February 12, 2010 at 10:00 am CST. 2010 meeting schedule – Second Friday of the month, Chip will send out a meeting notice. **Done** |