## Need and



## Membership & Communications

## Meeting Agenda/Notes

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| **2010-03-12** (Friday)  10:00 AM CST ⦁ 60 minutes  866.507.7214 ⦁ 2778310#  <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  **[x]** Tim Piper, GROWMARK  **[ ]** Sarah Novak, AFIA  **[x]** Carl Bartenhagen, Monsanto  **[ ]** Laura Wennemer, XS, Inc.  **[ ]** Jerry Coupe, Wilbur-Ellis  **[ ]** Marilyn Hunter, AgGateway  **[x]** 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 | Marianne Embree |
|  | 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 | None |
|  | | 1. Newsletter | C. Bartenhagen | Finalize March Newsletter | Would like to get out at end of 3rd week in March. Article on mid-year meeting. Looking for an article from Seed council. Lorie Gasso suggested an article on UTF-8 which is for Agiis and in the testing phase.  **Action: Lorie to put together an article regarding UTF-8** |
|  | | 1. Press Releases | C. Donahue | Identify any news items that might merit a press release  Assign Press Release Lead? | Enhanced Feed Connectivity project news letter sent out.  Recent enhancements in Agiis regarding UTF-8 may be good. |
|  | | 1. Style Sheet for New AGW tagline | D. Craft | Completed. | Style sheet is posted on the AgGateway site. |
|  | | 1. Managing E mail lists, etc. | Rod Conner | Situation, work group to address | Action:  Chip request that M&C to review the current policy/procedures and determine how to maintain the email lists**. (Done)**  CP Council concerned with the accuracy of their lists. How can we manage subscriptions to various email lists? CP sending an email which will allow people to opt-out of the list if they want. How do we continue and how can we address this for all councils?  M&C – should build on existing newsletter email list and policies regarding collecting email addresses for individuals who may be interested in receiving various email notifications. Chip would bring back recommendation from the M&C committee.  Chip Donahue, Tim Piper, Marianne Embree, Charissa willing to work on this project. This will be offline to bring back recommendations  **Action: Tim to set up meeting regarding email subscriptions.** |
|  | | 1. Strategic Objective #4 M&C Support | C. Donahue | Identify actions the M&C committee can take or initiate to support | Delayed until EVP on board |
|  | | 1. M&C Vice Chair, Liaisons | C. Donahue | Status Update | Still looking for a volunteer to be Vice Chair for this committee. Incentive: Name in the newsletter!!! |
|  | | 1. Additional Business | Committee |  | No additional business |
| 0:10 | | 1. Commitments/ Action Items | C. Donahue | Agreement on commitments made (Action Items):   * CCP Meeting Update * Annual Conference Update | **Action: Lorie to put together an article regarding UTF-8**  **Action: Tim to set up meeting regarding email subscriptions.**  **CCP – Meeting is set up for June 15th 3:30pm in Indianapolis** |
|  | | 1. Upcoming Meetings | C. Donahue | Agreement on schedule | Next Meeting on April 9, 2010 at 10:00 am CST. |