## Need and



## Membership & Communications

## Meeting Agenda/Notes

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| --- | --- | --- | --- |
| **2010-06-15** (Wednesday)  3:30 PM EST – 5PM ⦁ 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**   |  |  | | --- | --- | | **[ ]** 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  **[ ]** Marcia Rhodus, Monsanto | **[ ]** Bruce Blitch, TKI  **[ ]** Lorie Gasso, CSC  **[ ]** Doug Mills, Mosaic  **[ ]** Val Stopher, JR Simplot  **[ ]** Brett Phipps, MFA  **[ ]** Marianne Embree, CFI  **[ ]** Charissa Aclin, AgGateway  **[ ]** Rod Conner, AgGateway  **[ ]** Wendy Smith, 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 |  |
|  | 1. Review Action Items | | C. Donahue | Review of action items from last meeting |  |
| 20 min | 1. 2010 – 2011 Tactical Marketing Plan, WS Goals/ Objectives | | Wendy Smith | Discuss Wendy’s role, objectives that impact M&C |  |
| 5 min | 1. M&C Marketing Review | | C. Donahue | Identify work by M&C |  |
|  | 1. Strategic Objectives – M&C Support | | W. Smith | Identify actions the M&C committee can take or initiate to support |  |
|  | 1. E mail list management | | Tim Piper | Agreement on Recommended Policy for managing e mail distribution list |  |
|  | 1. Project Documentation Publication Policy to the M&C to determine | | C. Donahue & W. Smith | Determine how to communicate to the membership and use to market this policy to our membership |  |
|  | 1. Additional Business | | Committee | Status Update |  |
|  | 1. Commitments/ Action Items | | C. Donahue | Agreement on commitments made (Action Items): |  |
|  | 1. Upcoming Meetings | | C. Donahue | Agreement on schedule | Next Meeting on July 9, 2010 at 10:00 am CST. |