## 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 |

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 **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. |