## AG_logo.gifNeed and

## Membership & Communications

## Meeting Agenda/Notes

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| --- | --- | --- | --- |
| calendar **2010-08-13**(Friday)  clock 11 :00 EST ⦁ 60 minutes  telephone 866.507.7214 ⦁ 2778310#  monitor <http://www.aggateway.org/Default.aspx?tabid=564> | **Contact**: Chip Donahue ⦁ Chair ⦁ 217.971.5788 cell⦁ DonahueCharlesH@JohnDeere.com  **users1 Attendees**   |  |  | | --- | --- | | **[ ]** Dave Craft, SSI  **[x]** Chip Donahue, John Deere  **[ ]** Tim Piper, GROWMARK  **[x]** Sarah Novak, AFIA  **[ ]** 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  **[x]** Val Stopher, JR Simplot  **[ ]** Brett Phipps, MFA  **[x]** Marianne Embree, CFI  **[ ]** Charissa Aclin, AgGateway  **[x]** Rod Conner, AgGateway  **[x]** Wendy Smith, AgGateway | |

**note 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 consented |
|  | 1. Review Action Items | | C. Donahue | Review of action items from last meeting | Wendy presented an overview of the Marketing Plan and requested comments back on the document by 8/20/10.  Project Documentation Policy communication is being worked on, more next month. |
|  | 1. 2010 – 2011 Tactical Marketing Plan, WS Goals/ Objectives | | W. Smith | Wendy to provide high level view of draft marketing plan | Wendy discussed to Marketing Plan -she wants our feedback by Friday 8/20/10.   * Competitors, before reading the document, identify the organizations you think are AGW competitors. * Target customers – how to best describe the target customer, how to convince the non customer to participate/join? * Areas the M&C committee should help/lead? * Squirrel theory – how to continuously create a new experience to keep membership fresh and attract new members * Dynamic document – will be reviewed and updated to reflect market changes   Wendy wants help to get started by identifying a task team to provide recommendations to the larger group(s) |
|  | 1. Newsletter | | C. Bartenhagen | Update | Carl is leaving AGW. We need someone to replace Carl to work on the newsletter with Charissa.  -identify articles for the newsletter  - write articles on new members  - help Charissa edit the newsletter |
|  | 1. Project Documentation Publication Policy to the M&C to determine | | W. Smith, J. Coupe & C. Donahue | Determine how to communicate to the membership and use to market this policy to our membership   * Key contacts * Newsletter * Survey | In progress – Chip working on article, Wendy working on key contacts, Jerry will submit survey in September |
|  | 1. Additional Business | | Committee | Status Update | None |
|  | 1. Commitments/ Action Items | | C. Donahue | Agreement on commitments made (Action Items): | Review Marketing Plan and submit comments to Wendy by 8/20/10 |
|  | 1. Upcoming Meetings | | C. Donahue | Agreement on schedule | Next Meeting on September 10, 2010 at 10:00 am CST. |