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## Membership & Communications

## Meeting Agenda/Notes

|  |  |  |  |
| --- | --- | --- | --- |
| calendar **2010-08-13**(Friday) clock 11 :00 EST ⦁ 60 minutestelephone 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 |

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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 | 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. |