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## Membership & Communications

## Meeting Agenda/Notes

|  |  |  |  |
| --- | --- | --- | --- |
| calendar **2010-09-16**(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**

|  |  |
| --- | --- |
| **[x]** Dave Craft, SSI**[x]** Chip Donahue, John Deere**[ ]** Tim Piper, GROWMARK**[ ]** Sarah Novak, AFIA**[ ]** Carl Bartenhagen, Monsanto**[ ]** Laura Wennemer, XS, Inc.**[x]** 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**[x]** 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 agreed |
|  | 1. Review Action Items
 | C. Donahue | Review of action items from last meeting |   |
|  | 1. 2010 – 2011 Tactical Marketing Plan, WS Goals/ Objectives
 | W. Smith | Provide input into draft marketing plan | Wendy received some additional comments. Redesign of the web site will focus on non member usability and information. The Staff are moving forward with the planning and implementation. If you have more please send them directly to Wendy. It is a continuous process and living document.  |
|  | 1. Newsletter
 | C. Aclin | Update | Charissa has several articles ready and is on track to deliver the September newsletter draft on 9/17.  |
|  | 1. Project Documentation Publication Policy to the M&C to determine
 | W. Smith, J. Coupe & C. Donahue | Update communication work* Key contacts
* Newsletter article
* Survey
 | Work in progress:* Wendy will determine the contacts needed within the Member companies
* Jerry will work on the survey and look to include it in the general member survey at the Conference
* Chip will complete the article for the October newsletter
 |
|  | 1. Assimilation Process
 | M. Hunter | Input from Committee | As task team was established (Marianne, Wendy, Jerry and Marcia) to review the process document. The committee will discuss during the M&C meeting at the Conference.  |
|  | 1. Additional Business
 | Committee | Status Update |  Wendy – Jim Wilson developed a Document Retention document and wants use to review and comment. Forward comments to Wendy.  |
|  | 1. Commitments/ Action Items
 | C. Donahue | Agreement on commitments made (Action Items): | - Complete PDP work (Wendy, Jerry, Chip)- Task team review of the Assimilation Process - Review the Documnet Retention process |
|  | 1. Upcoming Meetings
 | C. Donahue | Agreement on schedule | Next Meeting on October 8, 2010 at 10:00 am CST. |