MAUMEE VALLEY GROWERS

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ADVISORY GROUP AGENDA

March 01, 2007
8:00 AM – 9:30 AM
Thread

Members of Advisory Group

Dick Bostdorff

Michael Carroll

Tom Creque

Bill Dearing

Beth Fausey

Theresa Hoen

Tony Keil

Walt Krueger

Joe Perlaky

Lindsay Potts

Neil Reid

Tom Wardell

- Meeting called to order: 8:06 am
- Attendance:
  - Joe Perlaky, Tom Wardell, Theresa Hoen, Tony Keil, John Snider, Neil Reid, Beth Fausey, Judy McFarland, Dick Bostdorff, Charles Krause and Bill Dearing.
- Old Business
  - Label/Stickers/Hang tag: About half of the 70 growers were contacted by phone. Of those, 28 are participating in the program. A total of 350,000 are being printed with a commitment of 95,000 generic labels/stickers and 155,000 custom labels/stickers. About 100,000 generic MVG labels are still available. We were unable to obtain a 50,000 minimum hangtag commitment so we will not pursue that order. The program was well received with product delivery in about 2 weeks.
  - MVG 06 Activities and Accomplishments: The activity/accomplishment summary is complete. There will be a special mailing to the growers next week highlighting these efforts.
  - Strategic Plan: The MVG plan was handed out to those in attendance. Section 5 of the Plan details our programs and current grower cumulative savings. This portion of the document is updated monthly as new information becomes known and the projects progress.
  - Ohio Gas update: 10 of 11 MVG Ohio Gas users are interested in participating in our collective purchasing program. Contracts have been sent out for authorization to "go forward" with the next step of initializing the program.
- New Business
  - USDA/ARS-503 Conference: Earlier this month, Dick Bostdorff attended the national conference on behalf of the MVG and NW Ohio. Our community was one of the few that participated. More information will be available at our March 8th monthly meeting at TBG.
  - Bedding Plant Clinic & USDA Sprayer Workshop: Beth Fausey and Charles Krause encourage everyone to attend these two workshops next week. Additional notices will be sent out.

- MVG Branding RFP: Neil Reid reports an RFP was sent out in January to 4 area companies asking to submit bids regarding our branding efforts. Of those, only Thread Inc. responded. The proposal will be reviewed with recommendations made by the end of the week. We will then begin the process of outlining our overall branding strategy for 2007.

- City of Toledo RFP: Joe Perlaky received an RFP via e-mail from Doug Trueman, Chief Horticulturalist with the City of Toledo regarding their 2007 PLANTING SEASON-URBAN BEAUTIFICATION program. The City of Toledo, Division of Parks, Recreation and Forestry, requests bids on annuals for delivery F.O.B. to 221 Elmdale, Toledo, OH 43607 for the May and June 2007 planting season. Proposals are to be submitted no later than March 9, 2007. Joe will e-mail and fax all members of the MVG's.

- Social Network Analysis – Neil Reid introduced the rollout of our new Social Network Analysis (SNA) mapping and measuring strategy. It identifies the relationships and flows between people, groups, organizations, animals, computers or other information/knowledge processing entities. The nodes in the network are the people and groups while the links show relationships or flows between the nodes. SNA provides both a visual and a mathematical analysis of human relationships. The program will be discussed in more detail at our next monthly meeting on March 8th at TBG.

- Other Business

  - Karen Holbrook, President of OSU will be retiring in August of 2007. As a land grant university, Ohio State plays an important role in many UT initiatives including the MVG greenhouse cluster. A new OSU president having an agriculture background would be very beneficial to our industry. It was suggested that the MVG's submit a letter to their search committee or Trustees endorsing such a candidate for consideration as part of their national search.

- Meeting adjourned at 9:25 am

- Minutes submitted by Joe Perlaky

ADVISORY GROUP MEETINGS ARE SCHEDULED FOR THE 1ST THURSDAY OF EACH MONTH AT 8 AM AT THREAD. OUR NEXT MEETING Is Apr 5.