



Society of Plastics Engineers, Inc.

Milwaukee Section – Covering Greater Wisconsin

Minutes for the Milwaukee SPE Board of Directors Meeting

Tuesday August 15, 2017 – 5:30 PM

Western Racquet Club, Elm Grove, WI

1. Call to Order and Welcome Comments..... Mr. Bennett
 - a. Mr. Bennett noted that there was a great deal to discuss in almost all of the committee areas tonight so that the new budget can be approved in a timely manner.
 - b. It was announced that Mr. Murali will be leaving the board effective October 3. Mr. Murali will be retiring from UWM and will be starting his own business which will feature mentoring and coaching.
 - c. It was discussed that we do need nine board members and will need to fill Mr. Murali’s position.

2. Roll Call..... Mr. Krauthoefer

a. Roll Call made by Mr. Krauthoefer. Attendance at this meeting is listed below:

P	Mr. Krauthoefer	P	Mr. Menna		
P	Mr. Manley	P	Mr. Bennett		
P	Mr. Butterbrodt	P	Ms. Nehls		
P	Mr. Hill	P	Mr. Miller		

b. A quorum of the elected voting members was present at the start of the meeting at 5:35 p.m. and business was conducted.

P	Mr. Ciezki	P	Mr. Vedula	P	Mr. Vander Zanden
P	Mr. Doern	E	Mr. Kambouris	P	Amy Shermetzler

Special Members of Committees, Ad Hoc and Visitors



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3. Review of Minutes..... Mr. Krauthoefer
 - a. Mr. Ciezki requested that we correct the spelling of professor Kramschuster. Ms. Nehls asked that we clarify the costs from education night and put in the amount of scholarships that were given away that night.
 - b. Motion was made by Mr. Miller and seconded by Mr. Bennett to approve the minutes from the May 9, 2017 Board of Directors meeting as corrected. A voice vote to accept the meeting minutes was unanimous. Minutes once corrected will be posted on the website.

4. Treasurer’s Report.....Mr. Butterbrodt
 - a. Mr. Butterbrodt presented the budget with one correction reducing the SPE rebate to \$2680 as it was adjusted to \$10/member as of 12/31/16 and will be paid quarterly.
 - b. The budgeted item of \$1700 tied to UW-Platteville outreach may not occur this year.
 - c. Webmaster and constant contact costs are in the newsletter expense category.
 - d. Ms. Shermetzler walked through several of the items in the golf event budget. Mr. Butterbrodt suggested that he will make an effort to negotiate with the River Club to reduce costs. Reduction of prize expense was also discussed. Other suggestions included a silent auction to raise money (Manley), to raise hole sponsorship to \$150, and to look at the cost of overall sponsorship. Ms. Shermeltzer and Mr. Butterbrodt volunteered to play a larger role in the event to help Mr. Kambouris.
 - e. The players in the golf outing were down by about forty but the prior year was a record year.
 - f. Newsletter income has not yet been received as the bills just recently went out.
 - g. Other potential budget adjustments included Councilor expenses as some of Mr. Menna’s travel expenses are paid by his employer, and membership expenses could be increased.
 - h. Mr. Butterbrodt expressed his desire to improve the numbers as we will not always have income from Topcons of \$5000.

5. Report from Councilor..... Mr. Menna
 - a. SPE National has a new president and CEO. Russell Broom has resigned from the board.
 - b. National has a new three year operating plan but the details were not disclosed.
 - c. New incoming members need to be assigned to a section.
 - d. There was a concern expressed that the growing number of Topcons is taking away sponsorship dollars from Antec which is the primary fund raiser for the national chapter.
 - e. National posted a loss of \$127,000 in 2016. They are forecasting a profit of \$1.5 million which primarily comes from a ten year renewal bonus from the magazine publisher.
 - f. There will be changes to Pinnacle award qualifications but again no details were announced.

6. House Report..... Ms. Nehls
 - a. Ms. Nehls focused on the golf event and is looking for pictures. Next year we will try to have some dedicated people to perform that task.



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7. Membership Report.....Mr. Manley
 - a. There was a request to increase the budget for membership recruitment. Ms. Shermetzler has several ideas to help recruit younger people (see attached). The initial effort may be a breakfast potentially with a social media related speaker and to budget for that event. Since our e-mail list does not have a great deal of younger people, we would turn to Linked in and Facebook to reach people. Mr. Hill and Mr. Murali supported a budget of \$3000. The board eventually agreed on seed money of \$1000 supported by a budget presented to Mr. Butterbrodt and was approved unanimously.
 - b. We continue to hold discussions about a combined meeting involving several professional organizations. Mike Rowe was brought up as a potential speaker but a crowd of about 500 people is needed to make that happen.
 - c. Other thoughts revolved around building student membership at the high school and technical school level.
 - d. Calling member companies to potentially purchase memberships for up and coming employees also is another growth possibility.
 - e. Ms. Nehls emphasized that the mission of SPE is to grow membership so although we have to review each of these opportunities on a case by case basis, spending our resources to recruit new and younger members will only benefit the plastics industry in the long term.
 - f. Mr. Manley noted that we will continue to recruit people outside of the board to help in this effort to grow membership.

8. Program Report.....Mr. Miller
 - a. A presentation by Extrusion Solutions is set for 9/17. This will be a two part speech which will describe recent improvements in methods but then shift to a more career advice and mentoring talk as having contacts in the marketplace is more effective in getting questions answered quickly versus a google search.
 - b. Other potential events include plant tours at Polyfab, Molded Dimensions, Bemis, General Plastics, and Aptar.
 - c. Mr. Murali noted that students want internships and are not as interested in society memberships and presentations.
 - d. Our goal is to have four outside meetings this year.
 - e. Mr. Miller asked for a list of all the events that we have held over the most recent past.

9. Webmaster Report..... Mr. Bennett
 - a. Mr. Bennett noted that our monthly costs currently are locked.

10. Newsletter Ad Report..... Mr. Attwell



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- a. Mr. Hill will finish collecting the monies owed from last year, so far about \$1,050 has been received.
- b. We will be putting details regarding the golf outing as well as pictures in the newsletter.
- c. We also plan to put in details regarding the mold making design award won by Ms. Nehls.
- d. Other thoughts included creating content that appeals to millennials as well as having Mr. Bennett provide a President’s letter with commentary as to what is happening with the Milwaukee chapter.

11. Social ReportMr. Kambouris
a. Mr. Kambouris was not present.

12. Milwaukee SPE Office Report.....Mr. Doern
a. Mr. Doern requested that the awards that the Milwaukee chapter has received be highlighted in the newsletter.

13. Education Committee Report.....Mr. Ciezki
a. Mr. Ciezki walked through his budget of \$4,350. That includes scholarships for the future cities competition, educator of the year, essay contest, and education night. It also includes the program run through UW-Platteville which may not happen with some of the changes there and the cost of education night net of proceeds. If the Platteville program does not happen, that would reduce the budget by \$1700.
b. Mr. Ciezki is still considering changing the date of education night to March to avoid conflict with spring vacations.
c. The suggestion was made to pay for the meals of parents who have come to see their children receive an award at education night.
d. There were suggestions for potential educator of the year that included teachers at Slinger HS, Sheboygan Falls HS, and WCTC. Additional thoughts included expanding the award to companies or people outside of education that have made contributions to advance the cause. Mantz Automation, who has donated several pieces of equipment to Hartford HS and Jeff Jansen from the Madison Group as examples. The thought was to have the winner donate the award to the program of their choice.

14. SPE Education Foundation Report..... Mr. Hill
a. Mr. Hill indicated that there is about \$900,000 in the fund. Earnings YTD are in the 5% range versus 6% earned last year.
b. Of the forty applications that were made last year, 21 were awarded money or equipment.



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15. Unfinished Business.....Open Discussion
 - a. The Topcon will be held on 3/6-3/7.

16. New Business.....Open Discussion
 - a. A motion was made by Mr. Hill and seconded by Ms. Nehls to approve the budget as presented by Mr. Butterbrodt after some corrections were made in the meeting. The vote was unanimous.
 - b. Mr. Menna then opened a discussion regarding the chapter's current by-laws. Since National is in the process of amending their by-laws, he thought it would be an appropriate time to look at the Milwaukee chapters.
 - c. Mr. Menna will be sending out the current by-laws for everyone's review along with suggested corrections that he believes should be made based on his quite extensive review. The by-laws have not had any changes since 2007 when they were reviewed by Mr. Marek.
 - d. The discussion then shifted to the board which needs to add a ninth member. Board positions are elected by the section as a whole. However, an interim position can be filled by a board vote. A motion was made by Mr. Menna and seconded by Mr. Hill to appoint Ms. Shermeltzler as an interim board member. A silent vote was held and the motion was approved.

17. Motion to Adjourn.....Board
 - a. Motion to adjourn was made by Ms. Nehls and seconded by Mr. Bennett. Motion carried by all present vote and the meeting concluded. Meeting adjourned at 8:00.

Respectively submitted,

Rick Krauthoefer, Secretary of the Milwaukee Section of the Society of Plastics Engineers

Milwaukee Section Operating Budget 2017/18 FY

		Board Meeting Dates 2017-2018												
		17/18 budget	15-Aug	12-Oct	9-Jan	13-Mar	1-May					Budget	%	
Income														
02	SPE Rebate	\$ 2,680.00										\$ -	0%	
04	Monthly Meetings	\$ 3,700.00										\$ -	0%	
05	Monthly Board	\$ 0.00										\$ -	0%	
06	Top Con	\$ 7,000.00										\$ -	0%	
07	Education Programs	\$ 1,000.00										\$ -	0%	
08	Newsletter	\$ 5,000.00										\$ -	0%	
10	Golf Outing	\$ 33,564.02										\$ 33,564.02	100%	
12	Contributions - N/A	\$ 0.00										\$ 0.00	0%	
14	Marl Auction - N/A	\$ 0.00										\$ -	0%	
15	Vendor Night - N/A	\$ 0.00										\$ -	0%	
	TOTAL:	\$ 52,944.02	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 33,564.02	63%	
Expense														
18	General Office	\$ 600.00										\$ -	0%	
19	Monthly Meetings	\$ 2,000.00										\$ -	0%	
06	Top Con	\$ 2,000.00										\$ -	0%	
20	Board Meetings	\$ 1,500.00										\$ -	0%	
23	Newsletter	\$ 3,885.00										\$ -	0%	
25	Golf Outing	\$ 36,238.85										\$ 36,238.85	100%	
29	Artic Expense - N/A	\$ 0.00										\$ -	0%	
30	Councilor - Not to Exceed	\$ 2,000.00										\$ -	0%	
37	Education	\$ 5,350.00										\$ -	0%	
	Reverment	\$ 100.00										\$ -	0%	
	Membership	\$ 1,000.00										\$ -	0%	
	TOTAL:	\$ 64,673.85	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 36,238.85	56%	
	Income vs. Outlay:	\$ -1,729.83	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ (2,674.83)		
	Checking Balance:	\$ 28,361.93												
	Savings Balance:	\$ 6,845.03												
	Total Net Worth:	\$ 35,206.96	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 0.00	

August 2012: Unanimous Approval by BOD for Non-BOD Meeting Meal Maximum Reimbursements at \$10-Breakfast; \$15-Lunch; \$20-Dinner



MEMBERSHIP DRIVE 2017

Shaping the Future of Milwaukee SPE

or how to attract Millennials to the organization and why it's important

OBJECTIVE

Attract new members of all ages to the Milwaukee organization. More specifically, fill gaps in the organization's membership recruiting activities to encourage younger generations to join and keep the Milwaukee chapter healthy and thriving for years to come.

WHY FOCUS ON MILLENNIALS?

STAY RELEVANT. By not embracing multi-generational membership, we risk becoming an endangered species.

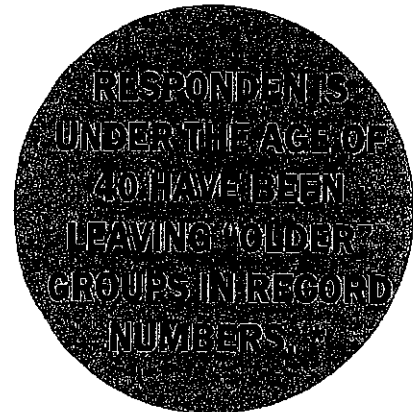
MILLENNIAL-FOCUSED GROUPS RESONATE WITH YOUNG PROFESSIONALS because they are considered tech-savvy, innovative, and useful.

WE ARE THE FUTURE OF THE INDUSTRY. By engaging more millennials, SPE Milwaukee will be actively helping to close the current skilled trades gap.

WHAT DO MILLENNIALS VALUE?

93% OF RESPONDENTS RANKED SOCIAL CAPITAL AS VERY IMPORTANT OR IMPORTANT TO THEIR PROFESSIONAL LIVES. *

- 3Cs: Connection, Collaboration, and Community Outreach
- Social & Professional Networking
- Personal Branding
- Growth Opportunities



FIVE REASONS WHY MILLENNIALS JOIN ASSOCIATIONS

- 1) **NETWORKING:** We love to blend work and social life.
- 2) **GAIN NEW SKILLS:** Today's young people are motivated for individual learning & growth
- 3) **EDUCATION & PROFESSIONAL RESOURCES:** Millennials love to learn and we actively seek ways to develop our skillsets and establish a career trajectory.
- 4) **JOBS:** We search for satisfying and well-paying jobs that match our skills to our passions
- 5) **COMMUNITY OUTREACH:** We're known as the Giving Generation. We view donations as investments and we are highly likely to participate in charity work.

*Professional Organizations Study 2015

SO...HOW DO WE DO RECRUIT MILLENNIALS?

SPE

STRATEGY

UTILIZE THE 3Cs: Connection, Collaboration, and Community Outreach. Our organization needs to get better at all three.

AFFORDABILITY. There are endless opportunities to network for FREE online, so it is essential that the costs associated with the are endless opportunities to network for FREE online, so it is essential that the costs associated with worth our time and money.

INTERACTIVE AND FUN EVENTS. Hands-on activities and collaborative learning, with an emphasis on fostering camaraderie.

TECHNOLOGY & ONLINE PRESENCE. This cannot be stressed enough. Our online presence and technology needs to be professional, in step with the times, and authentic.

ACTIONS

"Internal" Membership Drive. Re-engage current members and encourage them to bring non-members to events. If you bring a non-member, both the member and non-member are free.

Incentivize the Internal Membership Drive. If you sign up x amount of new members, your own fees are free.

Create a young professionals sub-chapter, and in the future, a women in plastics subchapter. Host additional 40 under 40 events, breakfasts, and other social hours.

Host a membership drive gala dinner.

Increase charity events. Get the group together to build a house with Habitat, work with the Hunger Task Force, etc. These events have typically little to no cost and the PR/recruitment benefits are HUGE.

COLLABORATION. Let's appeal not just to "engineers," but to the industry as a whole. Let's have events with other topics besides technical presentations. Let's have meetings and panel discussions on topics like marketing, industry trends, career advice from older members, and leadership skills.

Update our technology. If we want to spend money on recruiting new members, the very first place to start is our website and online presence.