

Society of Plastic Engineers, Inc.

Milwaukee Section

Minutes for the Milwaukee SPE Board of Directors meeting

Thursday Oct. 12, 2017 5:30 PM

Western Racquet Club Elm Grove, WI

1. Call to order and welcome comments Mr. Bennett
 - a) Discussion regarding the current E-mail list. Of the last E-mail blast of 1,181 there were 317 bounces with 685 unopened for a 20% open rate. Mr. Bennett suggested the following:
 - Remove all the bad addresses
 - Make efforts to improve the open rate
 - Work to gain additional addresses
 - Improve the subject line to increase openings
 - b) Ms. Shermetzler warned that changes can drive items to spam.

2. Roll Call Mr. Krauthoefer

Present Voting Members: Krauthoefer, Manley, Butterbrodt, Hill, Menna, Bennett, Nehls, Miller

Present non-voting: Vander Zanden, Shermetzler

Excused non-voting: Ciezki, Doern, Kambouris

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

3. Review of Minutes Mr. Krauthoefer

Motion was made by Mr. Hill and seconded by Mr. Bennett to approve the minutes from the August 15, 2017 meeting. A voice vote to approve was unanimous. Minutes to be posted on the web site.

4. Treasurer's Report Mr. Butterbrodt
 - a) The report presented by Mr. Butterbrodt is attached.
 - b) Mr. Bennett noted that we need the tax return to meet specified criteria to keep our preferred status.
 - c) There was discussion surrounding newsletter and golf outing revenue as we will not see the benefits of Topconn income that we will see this year in the future.
 - d) Mr. Krauthoefer suggested that they speak with an accountant contact of his who runs a large outing.
 - e) Ms. Shermetzler questioned the benefit/expense balance of our outing.

- f) Plans are to have more extensive discussions in our January meeting and hopefully Mr. Kambouris can attend.

5. Report from Councilor

Mr. Menna

- a) Summary of the SPE council minutes from August 25, 2017 is attached.
- b) Mr. Menna stated that there are now five different pinnacle awards but not much clarity was provided.
- c) Antec is focusing more on innovations in industry and will be more presentation based versus papers. It will be four days versus three as NPE is also involved.
- d) Mr. Bennett, Ms. Shermetzler, Mr. Menna and Ms. Nehls all plan to attend.
- e) There remain no answers as to how the local section will be involved in the new membership procedures.
- f) Mr. Miller is considering presenting some of his research but is burdened by large corporate rules and regulations. He is hoping that it can be viewed as a marketing tool.

6. House report

Ms. Nehls

- a) We continue to struggle with attendance at our presentations.
- b) Ms. Shermetzler feels we need to get membership and programming to work together and make efforts to "get in people's faces".
- c) Ms. Nehls noted that her employer needed to find 100 people to hire and reached out to their current employees to post it on Facebook and managed to find 50 people.
- d) Currently the chapter Linked In profile is private. There are some posts to the Facebook page, we think they come from Tara.
- e) There was discussion regarding the cost of the Sheraton and as to whether another location should be considered.
- f) Mr. Hill stated that although the board should make every effort to attend meetings, we should not need them to meet our minimums.

7. Membership Report

Mr. Manley

- a) Mr. Manley reported that membership stands at 259. He plans to survey our members with about 12 questions.
- b) Ms. Shermetzler mentioned a former Roundy's executive who she knows that could be a great speaker for a millennial oriented meeting.
- c) She also wants to create marketing material that is more local chapter oriented featuring networking and plant tours.
- d) Lots of dead links on the web site, seems to be more oriented towards plastic parts rather than people.
- e) Mr. Hill encouraged opening participation on our committees to the outside members. The date of future board meetings is not in the newsletter.
- f) Mr. Hill suggested that Ms. Shermetzler become the new newsletter editor and be a single point of contact for Tara. Try to put one out every quarter with such things as a letter from the

President, a board member of the month, and a schedule of future events as we should be scheduling more in advance as we currently are.

8. Program Report

Mr. Miller

- a) Mr. Miller suggested a presentation by Rick Gil of Polyfab on mentoring and leadership.
- b) Looking for new and different ideas from tooling and resin people as well as some sort of financial presentation.
- c) Trying to set up a tour at Bemis.

9. Webmaster Report

Mr. Bennett

- a) Tara was struggling with putting together the newsletter so with the participation of Amy, communication should be streamlined.

10. Newsletter Ad Report

Mr. Hill

- a) We need to put our sponsors on the bottom of the newsletter. Discussion surrounded what should be charged to become a sponsor and developing consistency as to presentation in each format.
- b) We arrived at a \$500 flat fee which would get you access to the website, newsletter, and a media scrolling during events. That would be good from September through August. The motion was put forward by Mr. Miller and seconded by Ms. Shermeltzer and was approved via a voice vote.
- c) Current companies will be contacted with the new program. We will continue to look at the rates over time.

10. Education Report

Mr. Ciezki

- a) Discussion surrounded a speaker for education night.

11. SPE Education Foundation Report

Mr. Hill

- a) The foundation had its meeting last week. There currently is \$913,000 in the account.
- b) Applications were down by over half from 45 to 20. \$31,000 was awarded and Mr. Hill went through the list of recipients. Most were major universities.
- c) Mr. Krauthoefer suggested that we should try to reach out to more high schools as they recreate some of the shop and mechanical programs that went away but are being resurrected.

12. Unfinished Business

- a) The 2018 Topconn will be on 3/7 and 3/8. 3-D design will be featured on day one with injection molding design the focus on day 2. The hope is that the national chapter can help in connection with additive manufacturing and with their mold making and design division.
- b) It will be held at the Gurnee Holiday Inn and we are budgeted for 100 people.
- c) Mr. Menna did not get a response to his suggested by-law changes. He will e-mail them again and look for feedback.

13. Motion to adjourn

Motion to adjourn was made by Mr. Bennett and seconded by Mr. Miller. Meeting adjourned at 8:05.

Milwaukee Section Operating Budget 2017/18 FY

	Board Meeting Dates 2017-2018										Budget	%		
	Income	17/18 budget	15-Aug	12-Oct	9-Jan	13-Mar	1-May							
02 SPE Rebate	\$ 2,680.00													
04 Monthly Meetings	\$ 3,700.00													
05 Monthly Board	\$ 7,000.00													
06 Top Con	\$ 1,000.00													
07 Education Programs	\$ 5,000.00													
08 Newsletter	\$ 33,564.02													
10 Golf Outing	\$ -													
12 Contributions - N/A	\$ -													
14 Mat'l Auction - N/A	\$ -													
15 Vendor Night - N/A	\$ -													
Total:	\$ 52,944.02													
Expense														
18 General Office	\$ 600.00													
19 Monthly Meetings	\$ 2,000.00													
06 Top Con	\$ 1,500.00													
20 Board Meetings	\$ 3,885.00													
23 Newsletter	\$ 36,238.85													
25 Golf Outing	\$ 2,000.00													
29 Antic Expense - N/A	\$ -													
30 Councilor - Not to Exceed	\$ 5,350.00													
37 Education	\$ 1,000.00													
Bereavement	\$ 1,000.00													
Membership	\$ 54,673.85													
Total:	\$ -1,729.83													
Income vs. Outlay:														
Checking Balance:	\$ 28,361.93													
Savings Balance:	\$ 6,845.03													
Total Net Worth:	\$ 35,206.96													

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



SOCIETY OF PLASTICS ENGINEERS

6 BERKSHIRE BLVD., SUITE 306, BETHEL, CT 06801-1065 USA
TELEPHONE: +1 203-775-0471 FAX: +1 203-775-8490 WWW.4SPE.ORG

SPE Council Meeting Friday, August 25, 2017 Detroit, MI

The following summary of the SPE Council Meeting is offered to all Councilors to share with their respective groups. This summary may be published in affiliate journals and newsletters. The official meeting minutes are posted to The Chain and contain complete details of attendees, policy and by-law changes, and procedural votes. Questions or comments? Contact Conor Carlin, VP Marketing & Communications at ccarlin@4spe.org or communicate via Leadership Lane on The Chain.

- **SPE Financial Update**

- CEO Pat Farrey provided details on SPE's current financial position and offered his perspective from the world of association management. SPE members and leaders should not underappreciate our successes: Farrey pointed out that many associations would love to have our ANTEC numbers of 1400 attendees and \$200k in revenue.
- SPE has a strong cash position, the strongest for many years. Operational expenses are tracking on-budget. Corporate sales and membership dues are down leading to revenues that will be below budget by \$377k, excluding the 1-time payment from Wiley for the journal publishing contract. Expenses are greater than revenues by \$123k. Investment income of \$220k helps to offset revenue losses though it cannot be relied upon for guaranteed future income.
- Preliminary results show that ANTEC was profitable again in 2017. Costs were higher than budget and proportionally higher than historical numbers but in-line with expectations.
- Membership dues have fallen to \$70k/mo for the past two months, though overall membership totals are up, primarily driven by e-members.
- It will be difficult to achieve corporate sales goals in 2017. Corporate sales are up 30% over 2016.

- **CEO Report**

CEO Farrey offered that his observations at 60 days revealed no major surprises. His single strategic objective is to improve profitability. Short term priorities include the following:

- In-depth review of IT infrastructure and systems (ref. section 4.4 of 3YOP)
- More staff support for membership / affiliate group services **through the hire of a new Member Services Manager**
- Need to replace Business Development position. Need better focus on increasing non-dues revenue including advertising, corporate sponsorships and exhibit sales. (*This position was filled as of September 2017*).

Farrey also covered some additional topics:

- Operational changes: re-integration of Managing Director role into CEO role
- Expense control: CEO review of all items including travel and capex
- Longer term priorities: NGAB, young professionals, marcomms, awards

- **Recognition & Awards**

- The structure of the Pinnacle Awards and related criteria have been reviewed by a sub-committee of the executive board. Vice-President of Education & Technology, Brian Landes, presented his group's findings to Council. Complete details of the changes are available for members to access via The Chain where all presentations are posted. After

discussion, Council decided to postpone implementation of the changes until after ANTEC 2018.

- The Awards Committee called for reflection on nominees for the prestigious International Award. Other awards include the Research Award (contributions to polymer science), the Engineering Technology Award, the Business Award and the Education Award. All forms can be found online at www.4spe.org and the deadline is September 18.
- President Al-Zubi recognized SPE Managing Director Russell Broome's service to SPE and presented him with a plaque (plastic, not metal). Broome thanked everyone and encourage all members to focus on the needs of industry for SPE to remain vibrant and relevant.
- President-Elect Brian Grady announced a new opening on the Nominating Committee. Councilor Scott Steele encourage everyone to find new candidates in order to have competitive elections.
- **ANTEC**
 - The subject of commercial papers at ANTEC has been discussed for several years. Changes will now allow for **technical marketing presentations**. Templates have been created by Mark Spalding of Dow Chemical. Guidelines have been published and are available to membership. The goal is to allow more commercial information. While no official paper is required, a PowerPoint presentation will be reviewed by the ANTEC Program Committee. The presentations will subsequently be published alongside papers in the proceedings. Company logos are permitted but cannot consume more than 5% of the space on a slide.
 - Assigning of copyright to SPE for ANTEC papers will no longer be required. Instead the author will be required to grant SPE permission to publish, without surrendering copyright.
 - The ANTEC Task Force continues its important work on what changes are required to keep our flagship conference relevant and dynamic. VP Jaime Gomez cautioned that councilors should not extrapolate too much from early findings. Another update will be provided by December 2017.
- **Sections & Divisions News**
 - The VP of Divisions; Creig Bowland, resigned his position due to work and family commitments. Since then, Jason Lyons of Arkema, has been appointed.
 - The Sections Committee has recently published a letter outlining their strategic projects to improve communication and member benefits. Members are encouraged to use The Chain for the latest news and information about affiliate groups and general SPE business.
- **NGAB & PlastiVan**
 - Eve Vitale, Director of SPE Foundation, presented an overview of both the Foundation Board and PlastiVan (PV) programs. Currently, there are 4 educators and a program coordinator who are part of the PV team. Vitale reviewed scholarship programs and encouraged everyone to consider more ways to support plastics education via the PV program. All councilors had the opportunity make slime as Vitale led a demonstration of actual PV classroom education.
 - The Next Generation Advisory Board continues to grow. The current NGAB membership stands at 67. VP Gomez pointed out that **89% of student members do not renew their membership when they graduate** and NGAB can act as a bridge to transition members from student status to young professional status. The Executive Board continues to commit essential resources for NGAB success. Councilor Jon Ratzlaff challenged councilors to bring this NGAB news to their respective boards and encouraged them to engage NGAB.

The next Council meeting will be on December 15th at 10am EST and will be conducted via conference call.