

Society of Plastic Engineers, Inc.

Milwaukee Section

Minutes for the Milwaukee SPE Board of Directors meeting

Tuesday March 12 2019 5:30 PM

Western Racquet Club Elm Grove, WI

1. Call to order and welcome comments Mr. Bennett
2. Roll Call Mr. Miller

Present Voting Members: Bennett, Hill, Menna, Nehls, Miller, Butterbrodt, Schermetzler

Present non-voting: Vander Zanden, Czeski

Excused voting: Manley

Excused non-voting: Doern (NE), Kambouris (NE)

Guests: Jason Braman (Chase Plastics), Mary Kosarzycki (Element), Pat Farrey (CEO SPE National), Keith Baisden (Town Bank)

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. Miller
MOTION: Motion to approve minutes from January 8, 2019. Motion passes. Amy 2nd.
4. Treasurer's Report Mr. Butterbrodt
Reviewed the report. SPE rebate - note the amount cut in half, is now \$1,300 annualized moving forward. Looking back 4 years, we were at \$5K in rebate income. Quarterly checks. Big reduction.
River Club is not in Operating budget because it is a net wash as it gets transferred to Golf Outing later. It is not in the overall bank account.
\$330 check is Q4 chapter views. \$350 is due earlier, includes liability insurance, that is annualized 8 months. Includes Directors & Officers (D&O) insurance. Pat Farrey will get back to Aaron on timing of the liability insurance fee.
Aaron sent check to Chicago for the Co-tour event from last fall.
Golf Outing towel expense is not in the printed budget handouts. \$2,300 was actual expense, \$200 less than budgeted.
5. Report from Councilor Mr. Menna
 - a. Executive Board elections were at the end of January, beginning of February.
 - b. New VP of Events – Bruce Mulholland

- c. New President Elect – Jaime Gomez
- d. New VP of Young Professionals – Lynzie Nobel
- e. ANTEC 2019 starting this coming weekend in Detroit. M-W is Inspire program which was previously the paper presentations. T-Th are Exhibitors, W-This the special interest presentations (Insight program)
- f. Will have more at next meeting because Counselors meeting is this coming Saturday and Sunday.

6. House report

Ms. Nehls

- a. The February 19th Tech Program at Brookfield Sheraton with Arburg on I4.0 was well-attended at 26 members. Well received. Sheraton invoice was \$1,019.

7. Membership Report

Mr. Manley

Tim was absent; no update.

8. Program Report

Mr. Miller

Two programs in queue. Consensus was to wait for fall on those and let the Education Night and Millennial Night precede them. Millennial night in summer or the fall.

Amazon. Can we do something beside an “open tour”? Right now there is a window of opportunity, perhaps, per the Pat Farrey comment on the March 12th SPE Chain. Only March and April? Amy to contact Amazon; Pat to assist as necessary.

MiniTech. American Injection Molding Institute (AIM) (<https://aim.institute/>) Erie PA which is linked to Beaumont. Will be at ANTEC. Perhaps SPE HQ is doing something? They do 2-day seminars. No idea on financials. \$1,300 is typical charge for single attendee, no idea if they will give any of that up. \$9,000 + \$800 / student at location. Materials, mold design, injection molding, part design. There are options. It seems mold design is not as prevalent as it used to be.

Note the Thermoforming Division is having a TopCon event in the fall in Milwaukee area.

Jack Hill to call Ed Probst

9. Webmaster Report

Mr. Bennett

Nothing significant to report.

Newsletter went out. Nice content this time. We had a lot to report.

10. Newsletter Ad Report

Mr. Hill

Five advertisers. It appears they are all in arrears, per Treasurer Aaron, as invoices haven't been sent out in a while. We have a marketing document that promotes the benefits of advertising with us. We normally do the invoicing based on our fiscal year. Trying to do it from July to June. Seems to make sense to do it on calendar year and not fiscal, according to Aaron. Keith Baisden (one of today's guests, an SVP at Town Bank, and is interested in joining the MKE SPE BOD) is offering help. Aaron and Jack can reach out when and if needed.

11. Education Report

Mr. Ciezki

April 17th. Educator of the year is Bob Novak, which is carried over from last year due to last year's snowed-out cancellation. Keynote speaker is from Cincinnati who makes large-format 3D printers. First Technology is donating 3D printer and anyone involved is eligible to draw from that. Don't forget the free table tops for which we encourage \$100 donations. Whole idea is to get everyone excited about the plastics industry. Something a little different – Ray is asking for pictures from schools which we previously donated money to show where they've used our money. We have the "Wonders of Plastics" essay contest. We are offering tours of WCTC. They will offer tours of assembly and robotics, etc. Still expecting a \$2,000 cost. Same caterer as last year. Parents, students and educators are free entry. Gift cards are very welcome and they all get raffled off at the end of the night.

12. SPE Education Foundation Report

Mr. Hill

Jack provided a list of who received part of the \$50K we gave away. We have \$1,075,000 in the bank.

13. Unfinished Business

Talk to Pat Farrey about how corporate can help. Credit card fraud and having that information floating around is a problem. We can strongly encourage other payments. Can we make it mandatory? Like, if you want to attend the golf outing, please go online. Want to get away from entering things manually. We don't want to be processing credit cards. We don't mind processing credit cards, but for legal or insurance reasons we require PCI compliance (<https://www.pcisecuritystandards.org/>), we need to change.

Onboarding. Amy passing list of SPE MKE BOD updates. Some more highlights needing to be updated. Page 2 Counselor "at large" job description. Do these stay under Counselor or move them to something else? The MKE SPE home page (milwaukee.spe.org) has LOGIN button on right which only we can log in (Amy showed this on the screen). There are new sections with downloadable files for logos and guidelines. The on-boarding information with job descriptions will be on there. We are morphing away from Society of Plastics Engineers to SPE and being more inclusive to people, not just engineers. Pat noted that this is transitional and not to be done "tonight".

SPE branding: The Constant Contact emails and the website and all the other things need to morph away from "Society of Plastics Engineers" to SPE.

ACTION: Please – if you have not gotten your descriptions to Amy – please get them to her. M Miller to submit secretary draft.

Update the awards description section.

Educator of the year award. Define it. We've changed the criteria for award away from needing to be in academics to someone who is contributing to plastic education. Ray passed around the new Plastics Educator of the Year award. Can put this on website after a few tweaks. Announce at Education night? Consider posting previous winners to give an idea of what criteria are. Suggestion is to re-order the items referenced in Ray's handout list of Plastic Educator of the Year Award. #7 ("Winner can be a teacher, professor, business professional, or organization") will go to #1, i.e., what the winner's professional affiliation should be.

Hall of Fame. How might we tailor this to reflect MKE SPE's mission of education?

ACTION: Ray, Jack, Amy to spin off as a sub-committee to work through the verbiage and the qualifications.

Millennial event. No update, but as of tonight we are thinking of Amazon.

Golf outing. Contract is signed. July 15th. We need to soon get it on the calendar (Amy to contact Tara). We saw the golf towel at the meeting. Voted on golf balls.

Pinnacle Rush balls. 63 dozen will be for 252 golfers. River Club can't handle more than about 230. \$1,307 is charge. Figure \$1,400 plus shipping. \$2,350 was the towel. Amy can order and Aaron can pay. Hartland is location and we can save \$60 for shipping.

Motion to spend \$1,400 on logo balls from Straight-up Ink. Amy 2nd. Nays have it. No balls.

Agreement is that **towels are a surprise at registration and not bother advertising the SWAG.**

ACTION for GOLF OUTING: PLEASE – people doing check-in need to show up early and get Square setup with Renee. Renee will be occupied upstairs/elsewhere so please see her early.

Pinnacle award. Now evaluated quarterly. Decision will be made at ANTEC by the Pinnacle Committee on how to award the awards. Awards will be given locally, not at ANTEC.

Arrangements will be made to receive award at event. Have not heard on status of our applications. We applied for each of the awards.

Requesting donations of canned goods at golf outing. Exchange canned goods for incentive? Not this year. See how this year goes and plan accordingly for next year. We will take canned goods to a local food pantry.

14. New Business

March is election month. Tara sending member-only e-mail blast.

Keith Baisden is willing to take on Treasurer. Aaron has moved up and on in GE and not involved with plastics anymore and time constraints are pushing him to other things. Much appreciation for Aaron's contribution over these last years. Nice job!

Secretary, Treasurer and Counselor are open. You need to be a BOD member to be in those positions, per the bylaw. Can do an interim treasurer. Can get on BOD July 1st. Next meeting is August, then we elect them to treasurer position. Can do e-mail vote July 1st.

Matt's (president), Aaron's (treasurer) will be open board positions. Todd automatically re-enrolls to President position. We need a minimum of 12 voting board members and in terms of ties, Robert's rules says president breaks the tie on small boards and we are small. Traditionally, president restrains from voting.

Jason, Keith (will become SPE member tomorrow), Matt and Mary will be in the running for positions.

Pat Farrey's closing comments: Appreciates that everyone donates time on behalf of SPE. We "are doing really great stuff". "Tasks are well under control." "Great programming." "Great financial situation." "SPE would be in great shape if national had 80 MKE SPE's."

Q&A. Pat went over a .ppt with website contacts.

“Webinars are killing it. Sometimes 500 attendees.” “Members are liking the content.” “People are paying \$199 for one webinar when they could pay \$135 for a membership and get them all for free.” About 21,000 in 17 states and Australia going through the Plastivan. After program, they are five times more likely to say they would consider a career in plastics. Chinese nationals can’t join a local chapter of a US organization. If they move Asian chapter to Hong Kong, it would work. Or uncouple chapter from US and only have an affiliate agreement. Chinese SPE membership was doing OK until NGO issue.

Millennial attraction is a puzzle everyone is trying to crack. Young professionals (YP) are still given two years of free membership as long as they are <35 years old.

Next Generation Advisory Board (NGAB) is able to provide input to board. Started off three years ago and cooled off a little.

Mentoring program and its categorized into four levels: Students, YP, Mid-level, Senior Professionals. Matching system allows people to match up or down for someone. Mentor meetup at ANTEC.

SPE is about \$3.5MM operating income. Membership dues and publications and sponsors account for roughly half of the income.

SPE has deal with Wiley. Money is with the subscriptions to the three journals: Journal of Vinyl & Additive Technology, Journal of Polymer Engineering & Science, and Journal of Polymer Composites. Do we push money to keep printing? Technical journals are valued based on the number of times articles are cited in new research. That is tracked in research and those numbers are high for SPE’s journals, hence the value. SPE gets portion of advertising revenue. Get fee from publishing rights. \$1.5MM Wiley contract was deferred over 10 years. Get paid for editorial team and subscription revenue. About \$950K per revenue.

Plaschicks is a younger-women’s organization that will launch a podcast at ANTEC this year.

\$500 for student education sponsorship. We’ve never given to general fund; we’ve tried to give to school in WI. (note from Pat F: national spent \$25,000 for 90 students to get to ANTEC which is a lot of money and they seem well-enough funded at the moment. Therefore Pat suggested we continue supporting locally.) Decision made by board to not contribute to SPE sponsorship and remain local.

15. Adjournment

Motion to adjourn (Amy). 2nd (Jack).