

Society of Plastic Engineers, Inc.

Milwaukee Section

Minutes for the Milwaukee SPE Board of Directors Meeting

Tuesday, January 11, 2022 – 5:30pm

Virtual – Team’s Meeting

1. Call to order and welcome comments Todd Menna
2. Roll Call Todd Menna

Present Voting Members: Todd Menna, Mike Miller, Matt Bennett, Glenn Beall, Mary Kosarzycki, Len Nunnery, Wes Stephens, Ray Czieski, Jack Hill, Jacob Gooch, Jason Mallek

Present non-voting: Wayne Vander Zanden, Kent Attwell

Excused voting: Jason Bramen

Excused non-voting: Amy Schermetzler, Renee Nehls

Guests:

A quorum of the elected voting members was present at the start of the meeting at 5:30 and business was conducted.

3. Review of Minutes Todd Menna

Motion to approve minutes by Todd, second by Jason Mallek. Vote passed.

4. Treasurer’s Report Jacob Gooch

Jacob gave introduction of himself to board

Jacob informed us that he looked at the balance sheet

Todd asked about MGS check. Jacob will look into reason for check – possibly from golf outing.

5. Report from Councilor Matt Bennett

SPE Council Meeting – 1/11/22, Notes (Matt Bennett, SPE Milwaukee Councilor Chair)

Agenda for CCOW, Chapter Representative Roundtable, 1/11/22

Topic: Membership

Purpose: Share best practices, challenges and concerns amongst chapters

Current status – Pat Ferrey (CEO) and Lynzie Nebel (VP Membership Engagement)

- Research suggests that membership loses annually are in high teens to up to 25%

- Send out value proposition letter to non-renewal members. There is a six month “Live” report that lists who is not renewed.
- Focus on all plastics professionals (Marketing & HR folks, and other adjacent fields including OEMs)
- Embrace virtual meetings and networking
- Make friends with your sister chapters
- Speak to your current members

The Traditional SPE Membership Model



Today's Membership Truths

DUES REVENUE	2018	2019	2020	2021
Renewals	\$ 736,640	\$ 696,304	\$ 594,634	\$ 510,421
New	\$ 179,493	\$ 111,121	\$ 92,566	\$ 75,566
TOTAL	\$ 916,133	\$ 807,425	\$ 687,200	\$ 585,987
\$ LOST (NON-RENEWALS)		\$ 219,829	\$ 212,791	\$ 176,779
% LOST (NON-RENEWALS)		24.00%	26.35%	25.72%
\$ GAINED (NEW MEMBERS)		\$ 111,121	\$ 92,566	\$ 75,566
\$ NET DUES INCOME YEAR OVER YEAR		\$ (108,708)	\$ (120,225)	\$ (101,213)
% NET DECLINE IN DUES INCOME		11.87%	14.89%	14.73%

Today's Membership Realities

- The number of new members acquired will always be less than the number of lost members over any given period of time.
- We cannot, and should not, simply abandon the dues model, but we should recognize that it is not sustainable for the long term.
- SPE must become less reliant on dues revenue and more reliant on transactional income.
 - Focus on gaining “Customers vs. Members.”

SPE's HQ Membership Strategy

- Actively work to minimize the number of non-renewing members.
- Promote membership for non-members*.
- Ensure that the gross revenue collected from “Non-Member Customers” more than replaces the revenue decline in membership dues.

* Mindful of acquisition cost vs. retu

Ray suggested that we look at student chapter – let them know that we want them to be members

Jason suggested that we inform corporate of how they can help us from their end, rather than us tell them what they can do.

Glenn Beall requested that we create a separate meeting in (2) weeks to gain membership

Board decided – Membership Gain Meeting will occur on Tuesday, 1/25/22 - virtually

6. House report

Jason Mallek

Jason has nothing to report.

7. Membership Report

Mary Kosarzycki

At a total of 230 members for SPE Milwaukee – no change. Len will update his membership and select Milwaukee chapter.

Jason Mallek provided a password to Mary for website

8. Program Report

Mike Miller

Not much to report. Mike/Wes/Len will contact each other offline about moving forward
Mike would like to find content which is a strong component to membership

9. Newsletter

Amy Schermetzler

Amy not present, and requested to resign from Newsletter role
Matt Bennett volunteered to take over Newsletter editor
Newsletter will come out quarterly.
Annual presidents letter requested from Todd
Will be including articles from Glenn Beall

10. Ad Report

Jason Mallek

Todd said that he is looking for someone to be able to take over for Constant Contact.

11. Social Report

Todd Menna

Todd spoke on Jason's behalf
Gold outing contact has been signed for July 11, 2022.
We need to pay \$1,000 deposit to club – assigned to Jacob Gooch

A second social event per year can be at a brewery - Raised Grain in Waukesha
No topic for event – only to get people together
Pricing needs to be confirmed by Jason

\$40/person for pizza and beer, or \$20/person with SPE supplementing the cost of the additional \$20 per person

Date has been moved out to late April to avoid Education Night

12. Education Report

Ray Ciezki

Education night has moved to April 14, 2022. Ray is checking if schools will allow travel

A Waste Free Future – Future Cities competition theme for this year. SPE Milwaukee sponsors 2 awards. Ray, Mary and Wes will be judges on Saturday 1/15/22 – virtual judging.

Matt Bennett asked for a photo for newsletter

SPE “Wonders of Plastics” essay contest – Feb 28th is the deadline for submissions. Ray is looking for (2) judges

Milwaukee SPE Foundation grant applications, Deadline Oct 29th, 2021. Keith will contact Biz Times and Milwaukee Business Journal to get an article written on this. Ray will write the article.

13. SPE Education Foundation Report

Ray Ciezki/Jack Hill

\$68,000 has been given away to schools.

Ray will contact Biz Times and Milwaukee Business Journal to get an article written on this.

Ray will write the article.

14. Unfinished Business

Todd will go through Constant Contact list to determine that we have correct information

15. New Business

PTEXPO – Show in March 29-31 in Rosemont

We have been invited to represent with Chicago chapter in their booth – 10' x 20'

Matt Bennett will be (1) day in booth, Jason Mallek will be in booth for (1) day and Todd will be attending the show for his employer

Elections for board members coming up in March/April of this year. If your name comes up, then your term is going to expire. Members will have to run again for their position

Glenn Beall – John Bozelli – Scientific Molding seminar – May 24-25, in Gurnee IL

Mike Sepe – same hotel in Gurnee IL – September 20-21

Chicago Chapter golf outing is June 20 at 2nd Bridges.

16. Adjournment – 7:15PM

Motion to adjourn (Todd). 2nd (Jason M).