

BOARD MEETING MINUTES



The SAE Milwaukee Section Board meeting was held on **September 17, 2012** at Hayes Brakes, 5800 W Donges Bay Road, Mequon, WI 53092 from 5:30 to 8:00 PM.

Chairman Input

Jim started the meeting by introducing our new territory representative Nicole Iorfido. Nicole is the SAE International Western Territory Representative. Nicole gave a brief update on what she does at SAE and some new things that could help our section. Nicole passed out some information for our section to use. The information was as follows:

Professional Development Seminars – SAE International will work with the sections to schedule the meeting, organize the seminar, work with instructors, and order food. They will also cover the instructor honorarium, instructor travel, handouts, textbooks, or other required learning materials for each attendee. SAE will provide food/beverage for each attendee and instructor, provide seminar via e-mail, register attendees, and collect registration fees, ship handouts, and learning materials. The section should contact Jackie Wearing for details about the speaker bureau list.

New Member Recruitment and Retention Campaign - This new program provides a financial incentive for the SAE Sections to proactively recruit new members and then retains them for their second year. Sections will be given a bonus for recruiting new members. When those members renew for their second year, the Section will receive a second bonus.

Elevator Speech - An elevator speech is a quick synopsis about a specific topic. Your elevator speech should be brief-no longer than 30 to 60 seconds-the time it takes to ride an elevator, hence the name.

SAE is providing this information so that we can provide a succinct, on-brand description of SAE International and the benefits of membership.

Jim & Nicole updated the board about the New SAE branding strategy. More will follow from SAE International on this issue. There are new guidelines on what logos should be used on all SAE International related documents.

Upcoming Events

There are 2 upcoming events in the local area. Visit the SAE International website for more information.

ComVec: October 2-3, Rosemont, IL

Small Engine Technology Conference: Oct 16-18, Madison, WI

After the brief introductions by Nicole and the Board members, the Board was split into 2 committee meeting Ideas & discussion groups.

Group 1: Jim, Matt, Josh, Doug, Amy, Wayne, Mitch

Group 2: Dale, Drew, Mike, Randy, Tony, Ethan, Frank, Bryan

Group - 1

Treasury Report

This was a transition meeting for Frank and Mitch. Frank and Josh reviewed the 2011-2012 Year End Reports before the Board meeting. Frank presented the 2011-2012 Year End reports to the group. We will now review the reports every month at the Board Meeting. We set up the Year End Reports for the 2012-2013 meetings.

Frank now has the annual reports on line on SAE Exchange for review by the board members.

2012-2013 Programs

Calendar

September 12th – Ford GT40

Location: Hiller Ford, Franklin, WI

Recap – Dale & Wayne

We had a great crowd for the meeting. There were over 100+ folks that showed up for the meeting. There were a number of cars to look at and a lot of pictures were taken. Scott Ahlman did an excellent job in presenting the material on the Ford GT development program. Many of audience members stayed on to talk to Scott after the meeting.

A big “Thank You” goes out to Dale and Wayne for organizing the program. A big “Thank You” also goes out to Jim Day and Charlie Scanlon of MSOE for taking a lot of the pictures. All of the pictures have been downloaded on to the Milwaukee Section Website. “Thank You” Cara for helping put the pictures on the website.

October 17 – ATI Ladisch Forging

Program Manager: Garrett Herning

Registration: Marquette University

Location: Klemmer’s Banquet Center, Milwaukee, WI

Speaker: Jacob Knappmiller, Materials and Process Modeling Engineer, Finite Element Modeling and the Forging Process

ATI Ladish Forging was founded in 1905 as Ladish Drop Forge Company with a focus on serving the automotive industry. Thirty years later the company began forging propellers for the emerging aerospace industry. Today, with the world's largest isothermal press, counterblow hammer, ring-roll and shear-form mills, ATI Ladish Forging is embedded in the global aerospace supply chain.

November 28 – Student Night (MSOE)

Program Manager: Mike Krauski

Location: Todd Weir Theater and the Kern Center Garage. Dinner will be catered by MSOE.

Speakers: TBD

Registration: MSOE

Mitch to send Charlie what was done last year at Marquette. Charlie will organize a speaker for the meeting. More information will follow on the schools that will be attending.

December – None

January 2013 – None

February 20 – Member Presentation

Program Manager: Wayne Richter

Location: Briggs & Stratton Corporate Auditorium. Dinner will be buffet style.

Registration: TBD

Speakers:

Jerry Kashmerick, 6-cycle engine

Tom Dougherty, monolith engine

Nick Hirsch, 2-cycle engine for the military

March 14 – Johnson Controls, Inc.

Program Manager: Mike Krauski

Location: Johnson Control Corporate Office. Dinner will be buffet style.

Registration:

Speakers:

David Howell - United States Department of Energy

Tom Watson - VP of Vehicle Systems Battery Technology at Johnson Controls

April TBD – Tesla / Volt

Program Manager: Drew Boyer

Registration: TBD

Location: Modine is a go if that location is needed

Speakers: TBD

Tesla:

The Tesla Store in Chicago was contacted. Currently there are 4 vehicles (2 roadsters & 2 Models S's). Two of the vehicles are used for show & 2 are used for test drives. Tesla gave a contact in Marketing from Palo Alto, California. There are vehicles out there for marketing and this purpose. I started to make e-mail contact with Tesla. We will know by the October meeting if Tesla is a feasible program.

Volt

The Volts are currently in circulation and in dealer inventories. Bouche could be an option (Drew Boyer contact). Holtz Motors is on board (Randy contact).

Another potential hybrid vehicle would be the BMW Active-e.

May TBD – Sonex Electric Aircraft

Program Manager: Frank Poradek

June TBD – June Sprints (family day)

Program Manager: Doug Kautzer

Group - 2

Applying SOLS

(Best practices/ideas from SOLS to apply to our section)

Dale attended this year's SOLS (Section Officers Leadership Summit) and had a recap. He said it was a great experience. Some of the major areas of this year's SOLS are as follows:

- Recruitment
 - Developed from survey's from popular areas
 - Growing and retentions
- Engagement
- Improving communications
- Key discussions
 - Company Representatives
 - Very powerful
 - Useful for multiple reps per company (depending on size and venue)
 - Identified that a chair person needed for it (Tony)
 - Currently there are only 2 sections that have this program - Milwaukee and Texas
 - SAE International will look to Milwaukee for this since this is a successful program for Milwaukee - Ambassador kits can be available now (Tony and Dale will look into them)
 - Useful to find out a timeline of strongest companies
 - Executive Recruitment
 - Student Advisor involvement
 - Marquette - XXX
 - MSOE - Dr. Chris Damm
 - UWM - John Razzle
 - This is key for student participation and understanding
 - SAE Milwaukee also will be showing that the university advisors can approach us
 - University retention and trending of retentions
 - Dale and Randy will provide Nicole updates on keeping student advisors active - How can SAE international support on live meetings for remote
 - Additional outing ideas - Potential golf outing
- Foundations
 - A world in motion
 - Student design

Section Meeting Improvements (assigned seats, conversation starters, recognition, etc)

- Assigned seats - Not the best idea, but it does have some merit in allowing for engagement.

- Conversation starters - Could there be something in the layout of the dinners/events that prompts the networking?
- Round table use where possible for dinner - Opportunities for more focused conversation and networking while not having to talk across a long table.

Social Media

Facebook pages/groups currently out there

- UWM SAE (private)
 - Currently there is a group out there that you need to be invited to
 - Currently 65 members on the Facebook page - video, pictures, etc.
- MSOE (Does not have a page?)
- Marquette (public or private)
 - Currently there is a group out there that you need to be invited to
- Milwaukee Section (Needs to be public)
 - Student
- Methods used to gather photos and videos of events
 - Dropbox would work well
- Methods used to post event information
 - Shutterbug
 - There is an account Drew and Tony to gather information
 - Webmaster information and commonality to Social Media
- Cara and myself should be maintaining a common location for pictures and media
 - Recruitment on our sites
- Censorship
 - There currently isn't any. Just good judgment

Student focus

- Information on Facebook would be key
- Students would be interested in going, if they are aware
- They are aware of Randy's Role
 - Randy should have business cards (SAE)
 - Can email Randy directly if the students need
- Bringing in CE's / SE's / EE's
- Trying to get SWE interest for women interest

Student social night

- Large speakers need to be request by the student chapters
- Networking night details
 - Date that should be targeted: October - November would be preferred
 - All career fairs are this following month
- Student Reps present and will decide
- School: Marquette did it last
- SAE will cover food and drink.
- Student reps will determine what Date, location, Activities, Theme, etc. and provide those details to Randy

Reconvene / Communicate Highlights

After the Group meeting we all gathered in the conference room to give a brief 5 to 10 minute overview of our discussions. It appears the breakout groups came up with a lot of good ideas for future improvements.

Next board meeting date and location

October 29, 2012 at Briggs & Stratton Engine Application Center from 5:30 to 8:00 PM