



BOARD MEETING MINUTES

The SAE Milwaukee Section Board meeting was held on January 14th, 2014 at The Flipside Café and Grill, 2074 Washington Street, Grafton, WI 53024 from 6:00-8:00 PM.

Chair Input

Garret brought the meeting to order. We discussed how to improve our relationship with Road America and collaborate more activities with the Milwaukee Section. Mary Lou Haen (Marketing and Promotions Director at Road America) was introduced by Wayne Richter. After the brief introduction we all introduced ourselves to Mary Lou. Mary Lou gave a brief overview of the upcoming RA season and some of the things that RA is doing this year. Reference the notes further in the minutes on the subjects that were discussed. After the discussions with Mary Lou we proceeded with the general Board meeting.

The new banner arrived from Nicole. It was 2 x 6 foot and included a stand. We decided to also keep using the current banners we received from SAE several years ago. These would suit our needs better for outdoor signage.

Meeting Feedback/Tracking, histogram of meeting attendance – Nerissa gave a brief update on the year end results.

Targeting greater involvement from companies with high membership:

Kohler – Wayne had some discussion a while back with Amy Adams to see if she was going to sign a representative. Wayne will follow up with her.

Harley Davidson – Wayne & Tony have not heard back from them. They were going to approach them again via other contact that they have.

Eric Buell – Wayne was going to contact Eric to see if he would be interested in being an advisor for the Milwaukee Section.

2013-2014 Programs

Calendar

Nov 7th – Student Night @ UW-Madison

Student Sections: the checks with a “Thank You” letter for participating were all sent out. The student sections all cashed their checks. A reimbursement check and “Thank You” was also sent to Glenn Bower of UW-Madison.

Feb 6, 2014 - HB Performance

Program Manager – Jim Ryan and Kurt Person

Location HB Performance – Mequon, WI

MTU will attend the meeting to give a brief update to promote the upcoming Clean Snowmobile Challenge for 2014.

March 3 to 8, 2014 – Clean Snowmobile Challenge

Location: MTU -

The ad for the event will be increased to a full page in the newsletter to allow room for more information. Several people from Milwaukee will be attending.

March 27, 2014 – Mercury Marine

Program Manager – Nerissa

Location: Fond du Lac, WI

Nerissa has everything on track. We will have a joint meeting with the members American Society of Mechanical Engineers. We will hold the attendance to 150 people. People will have to pre-register for the event. There will be no walk-ins.

April TBD - Pierce Fire Engine

Program Manager: Dale/Garrett

Location: Appleton, WI

Everything is a go. We just need to finalize the date.

May TBD – Trek Bicycles

Program Manager: Drew Boyer

Location: Waterloo, WI

Drew will check to see if the Society of Women Engineers would like to have a joint meeting with the Milwaukee section.

June 4, 2014 – 2nd Annual SAE Milwaukee Section Golf Outing

Program Manager – Tony Grant

Location: Mee-Kwon Golf Course

The tee-off time will be **1:00 PM**. We are looking for sponsorship from the local businesses and to increase the attendance. We should promote this among the members, businesses and our companies as a Team building activity. All of the donations go to help the student chapters. A copy of the golf outing brochure is attached for your reference. More information is available on the SAE Milwaukee Section website <http://www.milwaukeesae.com/>. Anyone and everyone is welcome.

June 12 to 15, 2014 – Road America June Sprints

Program Manager – Douglas Kautzer

Location: Elkhart Lake, WI

Need to communicate to Student Chapters that they can bring cars and set up on Saturday. The brochure for the event is enclosed. Please plan for a great weekend of racing fun with the family. The ticket prices are still only \$5 per person per day.

July/August – Cruise Night

Program Manager – Garrett

This would be a good venue to display the student cars. More details will follow on this event.

Meeting Ideas for 2014/2015 Season

Modine

Harley Davidson – Interested in hosting a meeting in the fall of 2014 (after launch of new Street Bikes in US)

Road America / SAE MKE Cooperation

Wayne introduced Mary Lou Haen (Marketing and Promotions Director at Road America). The SAE Milwaukee section and RA have had a great relationship for the June sprints for over 7 years. This is definitely a great family event and a good fund raiser for the Section.

Mary Lou gave a brief overview of the facilities at RA and the many things they do throughout the year. RA has approximately 440 total events a year, not just the publicized events. The RA schedule will be included in the newsletter, in the meeting minutes and on our website to help promote the various activities. Mary Lou is going to send us the art work for the 3 handouts she provided at the meeting.

Mary Lou noted that RA will donate a door prize this year for the Annual golf outing. We thank her & RA for their generous donation.

Comments:

The demographic for the June Sprints is aging. Yet some of the other events such as the Super-Bike weekend draws a full house. RA is continually looking at ways to increase the interest of the younger crowd. Some examples are the installation of the new Zip-Line and starting with the Tough Mudder games. RA has been marketing the June Sprints as a family weekend and will continue to do so. They will have complementary track tours on Saturday, June 14, 2014. This would be a great chance to see the entire operation and parts of the facilities that normally are off limits during normal racing events.

Reaching out to the Students to have them bring their cars for a display at the June Sprints and providing students with free tickets to enter the grounds would help. Sometimes this also becomes a logistics issue for transportation of the vehicles. Maybe, we as a Section, could help to organize the transport of the student cars to the event. There are approximately 600 students in the Milwaukee section scattered over 6 universities. We need to stay connected with them. Reaching out to the other SAE sections in the Midwest, Chicago, Rockford, Minneapolis, Indianapolis, etc. would also help. In the past, the announcement for the June sprints was put on the SAE International website. We need to have SAE International cast a broader net to other sections in regards to the RA activities and not just the June Sprints.

Promoting the June Sprints by giving away sets of vouchers for tickets at the February, March, April & May meetings may help to spark some interest. The vouchers would be redeemed for the tickets after they are received for distribution. One thing to note is that the June Sprints seem to fall on Father's Day weekend.

During the June Sprints we should investigate putting up more signage to promote SAE and the MKE section. This would include announcements during the 2 days.

The ultimate goal would be to have a Road America/SAE June Sprints weekend; golf outing, race day Saturday and Sunday, hold SOLS at same time, buses from Chicago, Rockford, Minneapolis, Indianapolis etc.

RA will investigate hosting the Mini-Baja in 2015 because the MGA proving grounds will not be available due to a big construction project at that facility. The MKE section should be involved early in the process. RA needs more information on the event from SAE International and what is involved in hosting the event.

RA is involved with AHRMA (American Historical Racing Motorcycle Association). The project during this weekend is for the inner city youth is called "BUILD" - where are formed and motorcycles are built from scratch. The MKE Section should be involved with these activities as well. We could learn some of the successes RA has had and apply them to our section through AWIM (A World In Motion). Another activity would be to have the Section involved with Formula High School. B&S is already involved in this program on a volunteer basis. These activities would be prime opportunities to connect with the younger folks and get them interested in SAE and Engineering.

Have a student track day at RA where the students can talk to some of the professional driving instructors to see what they can learn about driving and setting up their cars for the competition; or talk to some of the testing folks to learn how to test cars and set the cars up for testing. Another activity would be to have the students shadow the RA engineers and technicians for a day. At the end of the day have a barbecue inviting all of the students, RA personnel, and the SAE board members.

Would it be possible for RA to have an area available for the students to set up a test track? UWM has nowhere to practice. Having a common area where the students could take their cars to test would be beneficial to all schools. It would be safe and secure.

MSOE has "lunch and learn" sessions where professionals give talks to the students on a number of subjects. Someone from RA could be a presenter at one of these noon-time sessions and possibly talk to the student about getting sponsorship as well as keeping the sponsors they already have.

Have a general membership meeting at RA to include a drive around on the track. The details would have to be worked out on this.

Explore the relationship RA has with Chevrolet and see how we can capitalize on it for our section.

The idea of car-pooling for the students and the general membership may help to bring more participants not only to the RA activities but also to our other activities we hold throughout the year. RA will be having several day trips by bus to the Chicago Auto show. For more information reference the enclosed brochure. This practice may be something to consider for the general membership for some of the events that the MKE section has during the year.

RA has the #1 private motorcycle training course in the nation. They get over 700 participants per year. Could we capitalize on this event with one of our meetings or student programs?

RA has 2 events that are very popular with the motorcycle crowd. The first event is sponsored by the AMA (American Motorcycle Association) and Subway. For \$35 in Subway receipts a person can get into the event for one day. The AMA / SUBWAY ticket promotion runs from April 1st thru May 12th - receipts must be dated during this time period. For every \$35 in receipts = 1 free single day ticket. 4 tickets max per person. Watch the Road America website for all the details at www.roadamerica.com.

The following week the vintage motorcycle classic is being held.

Should the MKE section purchase 2 tickets and offer them up as door prizes for each of these events? Maybe we could sponsor a group ride with the Harley-Davidson group for Motorcycle vintage weekend.

For information on these events or any of the other events contact Mary Lou Haen, Marketing & Promotions Director, Elkhart Lake's Road America, 920-893-3704

Social Media - Drew will wordsmith his social media ideas and pass them on to Mary Lou. This is one of the areas that is very important to Mary Lou from a marketing and promotions perspective.

2nd Annual Milwaukee SAE Golf Outing

Tony - Any updates or discussion? Tony and Wayne gave a brief update. We need to talk to the folks in our organizations and promote the activity as a Team building event.

Student Activities

Student to Professional Initiative: Nerissa,

Student involvement: Nerissa, Randy

UWP Discussion – See Randy's Summary

Nerissa and Randy talked about holding a WebEx meeting or use Skype in February to discuss the issues on how to obtain sponsors and how on to hold on the one they already have.

SOLS – May 13 to 16, 2014

The MKE section has 2 very strong attributes; The involvement at the collegiate level with students and CDS; and our company ambassador program. We will be doing a presentation on these topics in conjunction with the Texas Section (Tim Patek & Richard Chapman).

We will send 4 board members to SOLS giving the presentations. This is the information that is required:

#1 – 60 to 90 minute PowerPoint presentations prepared in conjunction with the Texas Section that outlines the programs for other sections to emulate by including best practices, success / failure stories and some type of group discussion or exercise to keep the audience engaged. SAE International headquarters will provide a template to use for the presentation.

#2 – A copy of the PowerPoint presentations have to be submitted to SAE International headquarters no later than 4 weeks prior to the event (the event start date is 5/14 – presentation would be due 4/15).

#3 – Any supporting handouts submitted to SAE International headquarters have to also be submitted by 4/15. Milwaukee and Texas have arguably the strongest company ambassador and student collaboration programs worldwide. Working together and presenting on these two topics would really help our fellow section leaders who are struggling in these areas. The following folks will be attending this year: Tony Grant, Nerissa Hanson, Drew Boyer, Randy Hoffman (alternate), Jim Ryan (alternate) & Dale Wiza (alternate)

The following topics will be discussed:

Texas and Milwaukee – Engaging Students/Student Events and Company Ambassador Programs

Arizona – AWIM and F-1 in schools

Oregon and Central – Engaging Young Professionals

SAE International Headquarters – Social Media Best Practices and Getting your message out -

Marketing your events

Newsletter

The December Newsletter – Looked good. The February Newsletter will be out right after the HB Performance meeting so that we can inform the folks of the upcoming events in March as well as the 2nd annual Golf Outing.

Social Media Update

Drew informed the group that there were 66 likes on Facebook. He also talked a little about having the student chapter link to our Facebook page to help support their efforts.

AWIM/STEM

Have Dale/Frank/Jim gotten Sid the contact we had established over last couple years. Any input for Sid

Look for members to get involved for an AWIM event – Publish in Feb Newsletter?

Target a date for AWIM event – Presentation at March Meeting?

Document progress for SOLS presentation

There were no updates for AWIM at the meeting.



Day Trip to the Chicago Auto Show



Hosted by your friends at Road America

Round up your friends or family and spend the day in **Chicago** at North America's **LARGEST** Auto Show!

Monday, February 10, Wednesday, February 12
OR Saturday, February 15, 2014



- Meet new people
- Avoid traffic & parking hassles
- Relax on a deluxe motor coach
- Restroom on board

Price includes round-trip transportation on motor coach & admission to the Auto Show. Small coolers allowed on board.

ONLY \$45
per person
MONDAY & WEDNESDAY

ONLY \$55
per person
SATURDAY

Pick up points in Manitowoc, Sheboygan, Cedarburg, Milwaukee & Racine

Space is limited

Reserve your spot today!

RoadAmerica.com
or **1-800-365-7223**

Visa, Mastercard and Discover accepted.





WeatherTech® JUNE SPRINTS

**JUNE
12-15
2014**

TICKETS ONLY
\$5.00
*when purchasing
100 or more*

****\$30 SAVINGS!****

Each ticket is valid
one day during the
June 12-15 event.

Kids 12 & under
admitted free.

*Tickets are \$35
each at full price.*

Road America's Group Discounts

Great for:

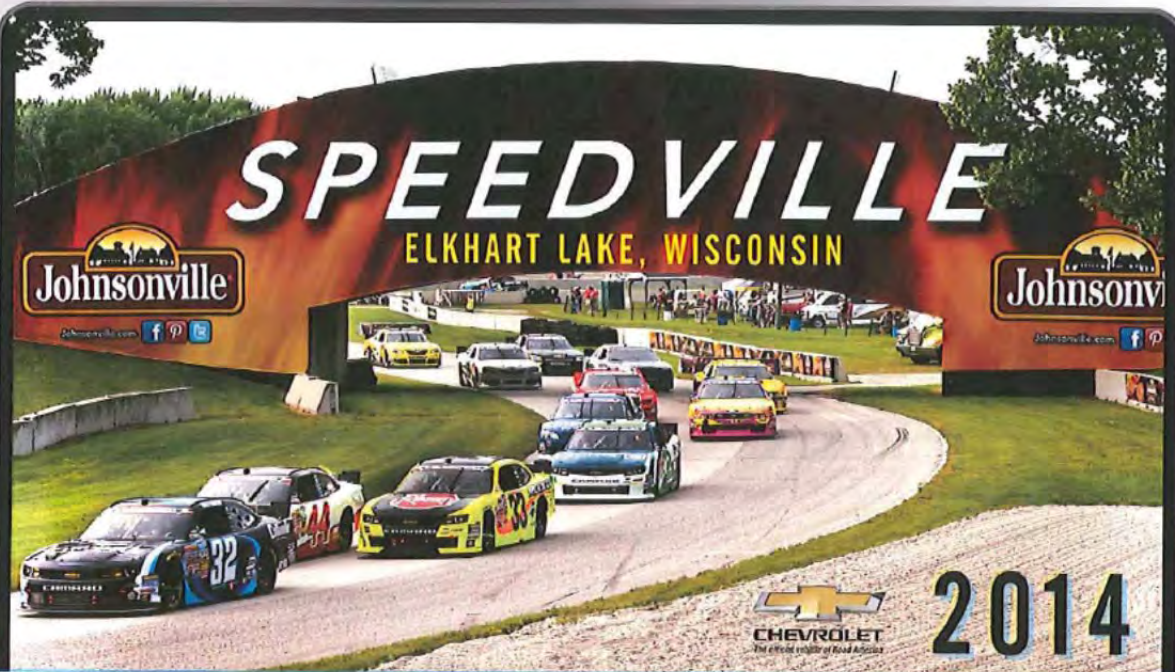
- Corporate outings
- Company picnics
- Non-profit groups
- Service organizations

VIP Suite package upgrades available!



**ELKHART LAKE
WISCONSIN**
800-365-7223
RoadAmerica.com

Contact Mary Lou Haen
Marketing & Promotions Director
920-893-3704
marylou@roadamerica.com



MAY 16-18

SVRA Spring Vintage Weekend

MAY 30-JUNE 1

GEICO Motorcycle AMA Pro Racing
SUBWAY SuperBike Doubleheader

JUNE 6-8

AHRMA Vintage Motorcycle Classic

JUNE 12-15

WeatherTech® Chicago Region
SCCA June Sprints®

JUNE 19-21

Gardner Denver 200 Fired Up by Johnsonville
NASCAR Nationwide Series /
Pirelli World Challenge / SCCA Trans-Am

JUNE 22

OPTIMA Faceoff at Road America

JULY 17-20

The HAWK with Brian Redman

AUGUST 7-10

Continental Tire Sports Car Challenge /
TUDOR United SportsCar Championship

SEPT 12-14

VSCDA Elkhart Lake Vintage Festival®



RoadAmerica.com

800-365-7223