

# SAE MILWAUKEE

An SAE International Section

April 2014

[www.milwaukeeesae.com](http://www.milwaukeeesae.com)

## UPCOMING EVENTS

- **Trek Bicycles**
  - April 16
- **MSOE May Day Car Show**
  - May 3
- **CATERPILLAR**
  - May 22
- **2nd Annual SAE Milwaukee Section Golf Outing**
  - June 4
- **Road America June Sprints**
  - June 14
- **SAE Milwaukee Section Cruise Night**
  - July 9th

For more details,  
Go to [www.facebook.com/MilwaukeeSAE](http://www.facebook.com/MilwaukeeSAE)  
and Like us!



# TREK

## April 16, 2014



## Waterloo, WI

**NO WALK INS**

**REGISTRATION REQUIRED**

**DEADLINE:**

**April 14**

## A little background about Trek...

When Trek began in 1976, our mission was simple: Build the best bikes in the world. Today, we've added to our mission: Help the world use the bicycle as a simple solution to



# TREK

complex problems. The bicycle is the most efficient form of human transportation. It can combat climate change, ease urban congestion, and build human fitness. It brings us together, yet allows us to escape. And it takes us places we would never see any other way. Trek. We believe in bikes.



Trek is the #1 brand in cycling, has 1,900 people in 25 countries, and does business in over 90 markets. The Trek family includes Bontrager, Diamant, Villiger, Electra, B-Cycle, Dreambikes, Mansion Hill Inn, Ray's Indoor MTB Parks, and Trek Travel.

Want to see where the best bikes in the world go from an idea to reality? We would love for you to

visit our world headquarters in Waterloo, WI and learn about the history of our bikes, athletes, and company. After walking through the historic collection of Treks in our atrium, the tour proceeds through our creative department's design studio, and passes the Race Team Shop, where every bike used by our athletes is built and inspected. Guests will also get an inside look at one of Wisconsin's most progressive and green companies.



## A little background about Trek continued....



### ***About our Speaker...***

Paul Harder is an Analysis Engineer at Trek Bicycle, where he conducts a wide range of experiments to dig deep into cycling physics. He joined Trek in 2008 after receiving his MSME from the UW with a focus on fluid dynamics. Following this passion for fluids, much of his work at Trek has focused on the use of CFD, wind tunnels, and aerodynamics field testing. As an avid cyclist himself, Paul enjoys the challenge of helping keep Trek at the forefront of the bicycle industry's ever-accelerating technology race.

### ***About the Presentation...***

It takes a lot of real technology to win the Tour de France or to sell a bicycle with a five-figure price tag, and Paul will give you an inside look at how Trek's Analysis Group helps develop that technology. This 3-person group is small but packs a lot of engineering punch, serving as Trek's central source of expertise for advanced tools like CFD, FEA, optimization, cloud computing, data acquisition/analysis, and high speed cameras. In this talk, Analysis Engineer Paul Harder will illustrate how the Analysis Group uses this diverse toolbox to quantify and solve the most elusive challenges in bicycle structures, aerodynamics, and vibration.



## EVENT AGENDA

**Registration:** 4:30 pm to 5:30 pm

**Lab Tour:** 4:45 pm to 6:00 pm

**Dinner and Presentation:** 6:00 to 8:00 pm

**Meal:** Buffet/finger foods including seafood pouches, bacon wrapped scallops, asparagus and asiago cheese in puff pastry, brie and raspberry en croute, mini beef wellingtons, spinach and feta in filo dough, cheese and sausage trays, vegetable platters, and fruit platters.

## REGISTRATION FEES

<b>SAE Members</b>	\$20.00
<b>Retirees</b>	\$15.00
<b>Guests/Non-members</b>	\$25.00
<b>Students</b>	\$10.00

## REGISTRATION

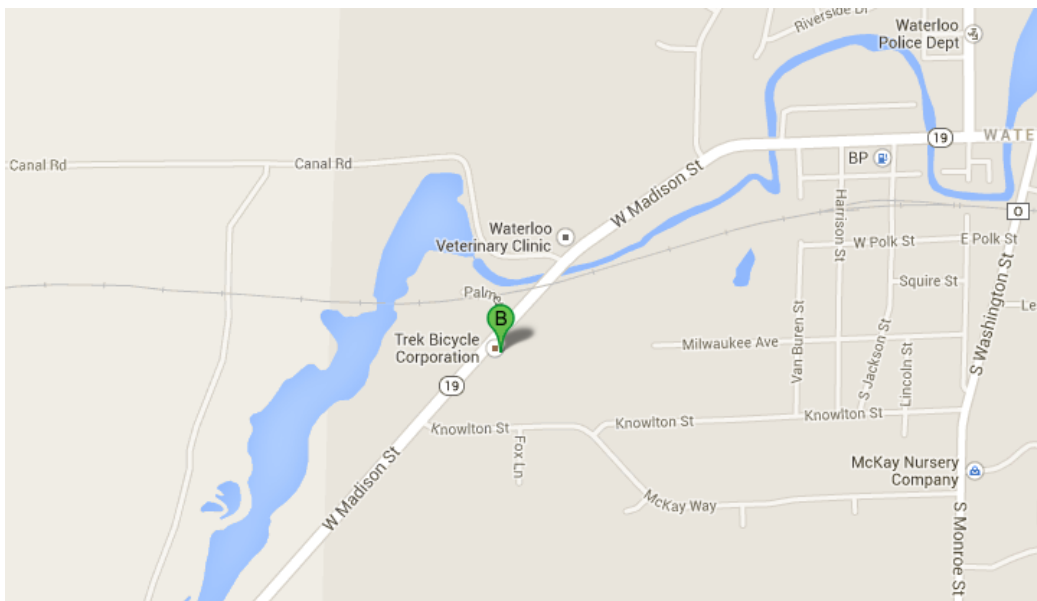
- **Registration Deadline: April 14**
- Maximum Attendance for this event is **100**
- Registration can be completed three ways:
  - Online with a charge card via <http://milwaukee.sae.org>
  - By Phone at 920-559-9077(Charlie Scanlon)
  - By Email scanlonc@msoe.edu (Charlie Scanlon)

**REGISTRATION REQUIRED / NO WALK INS**

**Meeting Location: *Trek Bicycle, 801 W. Madison Street, Waterloo, WI***

### **Directions from Milwaukee:**

- From Milwaukee: Take 94 West towards Madison. Take Exit 259 for WI-89 north towards Lake Mills/Waterloo. Turn Left on E. Madison Street and Head through Waterloo. Trek will be on the left as you begin to head out of Waterloo.
- From Madison: Take 94 East towards Milwaukee. Take Exit 250 for WI-73 north towards Marshall. Turn right on WI-19/East Main Street in Marshall towards Waterloo. Trek will be on the right as you begin to head into Waterloo.



# 2<sup>nd</sup> Annual SAE Milwaukee Scholarship Golf Benefit

**Wednesday, June 4<sup>th</sup> 2014**

**Mee-Kwon Golf Course, Mequon**

SAE Milwaukee section will be hosting its 2<sup>nd</sup> Annual SAE Milwaukee Scholarship Golf Benefit on Wednesday, June 4<sup>th</sup> 2014. The event will kick off at 11:30 AM with registration followed by a 12 PM lunch. Tee off will be at 1PM via a shotgun start. All holes will be played according to "best ball" rules. The day will wrap up with a 5:30 networking reception. The number of players is limited to 80, with priority being given to sponsors. This is a perfect event for team building. In addition, all proceeds will go to SAE sponsored scholarships.

Mee-Kwon Park is located on one of the highest elevations in Ozaukee County and is a magnificent 18 hole facility that continues to get rave reviews from its customers. Many golfers have said it is better than many private facilities they have belonged to or played at. The course offers a variety of challenges; hills with gentle knolls, level terrain, trees, water, dog legs, and over 40 sand traps, which will keep you thinking about your next shot. The 18-hole course features 6,486 yards of golf from the longest tees for a par of 70. The course rating is 70.6 and it has a slope rating of 122.



## EARLY BIRD DISCOUNT

**Register May 9<sup>th</sup> to receive discount!**

- Sponsored Foursome – \$500 (\$600 after May 9th)
- Non-sponsored Foursome – \$300 (\$400 after May 9th)
- Individual Golfer – \$75 (Students \$60)

## SPONSORED FOURSOME - \$500 (\$600 after May 9th)

- (1) Golf foursome (\$300 value)
- Hole sponsor lawn sign with company logo
- Company logo on banner and event material

The slots for this event will not last long. Early registration is the only way to guarantee a spot. Teams will be emailed 2 weeks prior to outing with hole assignments and registration details.

Registration includes cart rental, lunch, hors d' oeuvres at reception, award and prizes, and non-alcoholic beverages (cash bar for alcoholic beverages).

**For more information contact:**

Wayne Richter at (262) 770-0252 / [richterway@sbcglobal.net](mailto:richterway@sbcglobal.net)

Tony Grant at (414) 755-2164 / [tony.grant@earthlink.net](mailto:tony.grant@earthlink.net)

Additional sponsorship opportunities available on a first come basis:

## LUNCH SPONSOR - \$1500

- Exclusive recognition as lunch sponsor
- 1 golf course foursome (\$300 value)
- Company logo in SAE Milwaukee Section Newsletter for one year (\$1000 value)
- Reserved table of (5) at any Milwaukee Section event (\$100 value)
- Hole sponsor lawn sign with company logo
- Company logo on banner and event material

## DINNER SPONSOR - \$2000

- Exclusive recognition as networking event sponsor
- 2 golf course foursomes (\$600 value)
- Company logo in SAE Milwaukee Section Newsletter for one year (\$1000 value)
- Reserved table of (10) at any Milwaukee Section event (\$200 value)
- Hole sponsor lawn sign with company logo
- Company logo on banner and event material

**Wednesday, June 4<sup>th</sup> 2014 • Mee-Kwon Golf Course, Mequon**

Mail to: 1588 Woodland Drive Grafton, WI 53024 • Or register online at <http://www.milwaukeeesae.com/>

**No refunds after Wednesday, May 21<sup>st</sup> 2014**

**Sponsor Information (The donation receipt will be mailed to this contact.)**

Company \_\_\_\_\_ Contact Name \_\_\_\_\_

Street Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

<i>Individual golfers will be paired to make foursome.</i>	Name	Contact Info
1 <sup>st</sup> Golfer **		
2 <sup>nd</sup> Golfer **		
3 <sup>rd</sup> Golfer **		
4 <sup>th</sup> Golfer **		

*\*\* Will be contacted 2 weeks prior to event with hole assignments and registration details. Need to provide both name and contact information.*

**2014 Golf Benefit Sponsors:**



Lunch Sponsor



**Early Bird Registration – Register Before May 9th**

## A recap of recent section events.....

Our March Section meeting was hosted by Mercury Marine. We had over 125 members, guests and students in this joint meeting with ASME. Mercury gave us a look into their impressive Product Development & Engineering department highlighting their various test labs, indoor test facilities, dyno cells, and their recent expansion project. After a fantastic dinner courtesy of Mercury, David Foulkes Vice President of Product Development, Engineering and Racing presented a company overview of Mercury, as well as the innovation put forth and success Mercury has enjoyed in the past several years. Thank you to everyone who attended and especially Mercury Marine for hosting an incredible meeting!



## A recap of recent section events.....

At the beginning of March was the 15th annual SAE Clean Snowmobile Challenge in Houghton, Michigan. The students competed in competitions such as on technical papers, presentations, emissions and power tests, handling and suspension, cold start performance, autocross, and acceleration. Consider making the trip in 2015!







**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®**



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**May 30th - June 1st  
Elkhart Lake, WI**

**Single Day Race Ticket  
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**INSTRUCTIONS:**

- Attach \$35 in receipts to Road America Fast Pass Voucher (near register)
- 1 ticket per voucher, no refunds or exchanges
- Receipts must be dated between April 1 - May 12, 2014
- Mail Fast Pass Voucher and receipts by May 12, 2014 to:  
Road America & SUBWAY® Offer  
PO Box 338  
Elkhart Lake, WI 53020

- Include a self-addressed, stamped envelope with the receipts and coupon.
- Original receipts only – no reprints. 4 receipts per envelope, per person.
- Tickets will be mailed to the address you provide
- No walk-in coupon redemption
- On-site camping available - fees apply
- Questions? Call Road America at 800-365-7223 or visit RoadAmerica.com
- Offer valid at participating Wisconsin SUBWAY® restaurants

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**SAE Milwaukee Section / Road America / Growing Together...**

**SAE ADDED \$5 BONUS—Students—Hold onto your Superbike weekend ticket stub and present at registration for any 2014-2015 Section meeting and receive \$5.00 off your dinner. Have fun and enjoy our new Partnership with Road America.**

Join MSOE and SAE Milwaukee for:

# 1st Annual



## May Day Car Show

*"Landmarks in Automotive History"*

Date: May 3rd, 2014

Time: 10:00am - 3:00pm

Location: Discovery World's parking lot & atrium  
500 N Harbor Dr, Milwaukee, WI 53202

Admission Cost: Free

**Featuring project vehicles from the local  
SAE student chapters**

This is your chance to see the student project vehicles, learn how they work, and learn about the teams' experiences at competition.

Make a full day of the event and visit Discovery World or any of the other fine attractions Milwaukee's Lakefront has to offer!

Direct any questions to [sae.msoe@gmail.com](mailto:sae.msoe@gmail.com)

**SAE** MILWAUKEE  
An SAE International Section



# Milwaukee Section 2013-2014 Governing Board

**CHAIRMAN:**

Garrett Herning—Power Test Dynamometers  
[garreth@pwrst.com](mailto:garreth@pwrst.com)

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**STUDENT PROFESSIONAL TRANSITION MANAGER:**

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NMU: John Walsh [johwalsh@nmu.edu](mailto:johwalsh@nmu.edu)

Greetings SAE Milwaukee Section Members and Friends!

The warmer weather is here and so is Spring! To say goodbye to winter several of us on the board attended the annual Clean Snowmobile Challenge at Michigan Technical University. It was a great competition this year and it really is amazing to see all the hard work and innovation the students put into these sleds. Add the six plus feet of snow on the ground and it is indeed a great way to see winter off. I invite everyone to consider making a trip up next year and see the competition and network with industry while enjoying the winter snow and the surrounding area.

This month we will welcome Spring with an exclusive tour and talk at Trek Bicycles. I cannot think of a more fitting meeting to get us all excited about spring and thinking of hitting the pavement and trails on a bicycle. Trek has done an excellent job on this meeting and it will be one you will not want to miss. Please register and join us there in a few weeks.

Lastly, to get everyone ready for Summer will be our 2nd Annual SAE Milwaukee Golf outing coming up on June 4th. This is a great way to help our section support the student sections, network, and enjoy a day of golf on a beautiful June day. All skill levels welcome, so no need to be a professional golfer to have a great time. Please head over to the SAE Milwaukee website and register.

I look forward to seeing you all at an upcoming event.

Garrett Herning

SAE Milwaukee Section – Chairman

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