



BOARD MEETING MINUTES

The SAE Milwaukee Section Board meeting was held on June 6th, 2014 at the Iron Horse Hotel, The Yard Outdoor Restaurant, 500 West Florida Street Milwaukee, WI 53204, from 6:00-8:00 PM.

Chair Input

Year End Review

What could have been better?

- The Brook Stevens meeting – There was poor attendance due to the late announcement and the late timing for getting the information for the newsletter. It turned out to be more of a reunion for the Brook Stevens Family then of all of the great things that they are doing.
- Better tracking of who attends the meetings and the use of the website to get information to the members.

What went well?

- The Board meetings were well attended by the regular members and the student members. This is one of our strengths by getting more folks involved.
- The newsletter was one of the big hits. It contained a lot of information and was generally sent out in plenty of time before the meeting.

Goals for 2014/2015

- Better tracking and organization of items discussed at board meetings.
- Brian Hannon – could give a brief talk (10-15 min.) on CSC at a fall meeting to help generate more interest. He could have a small video running in the background before the meeting.
- More involvement from UW-Madison
- Shadow a Board member program – need someone to chair. This would help to generate interest in not only SAE but engineering in general.
- Better coordination of Newsletter, mailed postcard, FB and Webpage to promote section and student events.

Vote for next year's Officers – Ballots were passed out and filled in by the Board members. There will be a few Board members that will be stepping down and some that will be changing responsibilities. We want to thank all of the Board Members for their service during the 2013/2014 season. We also want to welcome the new members that have accepted to serve on the Board for the 2014/2015 season.

Treasury Report – Mitch Crawford

- Debit Card/Credit Card – It was decided that the Section will apply for a credit card for limited use only. The credit card will only be used when a check cannot be used.

- Formal Agreement for partnering with other Organizations – The section wants to develop a formal agreement for partnering with other sections at the different event. This way there is no question in regards to the finances after the event.
- Purchase Request Form - The Board want to develop a purchase request for Board members only to better control the funds we are paying out.
- Treasury Report to Nicole by June 30th – Mitch will have the financials all documented and reported by the end of the month. The forms are very much simplified from past years.

2014-2015 Program Calendar

Calendar

June 3rd – CAT Meeting Follow Up

Program Manager – Jim

The program was very well attended. The tours and the presentation were very well done. It was noted that we had 4 people from Harley-Davidson that will be joining the section. We want to welcome them into the family.

The program was presented by John Ingle. He is currently the product performance manager for large mining trucks at Caterpillar. He has worked for Cat 28 years in various roles like the corporate mining engineer, machine application specialist, senior marketing engineer, Commercial rep, New Product Introduction (NPI) project lead and NPI Program Manager. John has a Mining and Metallurgical degree from the Colorado School of Mines and worked for Coteau Mining before coming to Caterpillar.

June 4th – 2nd Annual Golf Outing Follow Up

Program Manager – Tony Grant

Tony gave a brief update on the outcome of the golf outing. See the attachment at the end of the meeting minutes. There were 43 golfers this year. Tony made the comment that we should promote this event to our respective companies as a fund raiser only and also mention the posting of the company logo for 1 year in the newsletter for those that support this function.

June 14th – June Sprints Follow Up

Program Manager – Doug Kautzer

We had a great turnout in ticket sales this year. We distributed 155 tickets this year. There were 31 tickets that were given as gifts and 124 that were sold.

The students from MSOE, UWM & Marquette all had cars at the event. There were a fair number of folks that stopped by to look at the cars and ask questions. I enclosed a few photos at the end of the minutes. The kids had a great time looking around the grounds and enjoying the races.

July 9th – Cruise Night/Summer Car show

Program Manager – Garrett

HB Performance South Lot; 6:00 – 9:00 PM

September 18th – Harley-Davidson 500/750cc New Cycle

Program Manager: Dale

Location: Juneau Ave.

More information will be coming out in the August newsletter.

October – (TBD) Manitowoc Crane
Program Manager - Garrett

Meeting ideas for 2014/2015

Falk Corp – Mike K
Generac Power Systems – Garrett
BRP – Tony
Pierce Fire Truck – Tony
Epic Software – Kurt
Synerject – Kurt
Husco Automotive – Jace
Milsco – Kurt
J.W. Speaker – Mike K
Ariens Company – Matt
MacLean-Fogg, Whitewater Location – Garrett
H.O. Bostrom
Waukesha Engine
Putzmeister America, Inc.
SRT Event (Drew)
2015 Mustang - Wayne

Road America / SAE MKE Cooperation

Dale, Glenn Bower and Garrett will discuss the possibility of having a meeting at RA.

Student Activities

Student to Professional Initiative: Nerissa

The students asked about business cards. They were informed that there were forms in the Dropbox.

Student involvement: Nerissa, Randy

They both continue to be involved and work with the students. Nerissa presented a chart showing the breakdown of students to regular member participation in the meetings. It was very informative.

Student Scholarship – Randy

Randy will develop a written proposal as well as check to see what SAE International has to offer.

The question was brought up about having a local unsanctioned event between the 6 schools in the section, similar to what the Texas Section does. This will be discussed at future meetings.

SOLS 2014 – May 13-16

Randy, Drew and Jim report on - Jim gave a brief update on the sessions this year. The Milwaukee Section was one of the strongest Sections at the meeting. There was a lot of interaction with the other sections.

Drew's comments are as follows. He sent them in via e-mail.

There was a heavy focus on the use of Social Media and what the Milwaukee, Texas, and Ontario seem to have. We had a strong presence and proper application.

Our presentation with Texas was very well received and Randy's use of a turntable was a great interactive tool. Some items that we had shown others, that seemed to be in a positive direction, showed some alignment with the other Sections. One of the ideas was Mitch's idea for a post card mailing. Other sections reiterated that the cost of the newsletter was very high and they had eliminated them all together. We reiterated that we were investigating alternatives as this really wasn't an option with some of our older members.

Some good takeaways we saw on the mailing system (that the new Engineer Exchange may provide a service to) is mailchimp. Ontario uses it and it is a very good tool for distributing newsletter content and communicating to section members via a more automated yet personable system. It might be worth looking at for our section as our email service is now gone and Matt is just mailing the newsletter as an attachment to members.

Newsletter

Printed Newsletter debate

½ page style postcard?

AWIM/STEM

Look for members to get involved for an AWIM event

Support and help with High school Supermileage Championship – Dave at B&S

US Robotics Contact – Daniel Shine

Social Media Update

Facebook Page Updates: Drew

www.dropbox.com

Just going through our insights for the year, below are some statistics for 6/16/13 – 6/16/14.

“Likes” went from 37 to 89 (+140%). Additional likes seem to come mostly after an event or during the preparation or post events. Most outreach (i.e. when we got the most traffic) seemed to come around posts related to the higher profile events (Corvette C7, Trek Bicycle, etc.). The most viewed posts were the event posts themselves as well as any additional pre-event posts that were made. Photos albums were useful (and will be continued), but it appears the recaps aren't fully viewed like you would think.

Topography of our Fans = 87% Men, 12% Women. Below is the “fan base” breakdown:

13-17 = 0% (0% men, 0% women)

18-24 = 47% (6% women, 41% men)

25-35 = 29% (5% women, 24% men)

35-44 = 8% (1% women, 7% men)

45-54 = 3% (0% women, 3% men)

55-64 = 5% (0% women, 5% men)

65+ = 7% (0% women, 7% men)

From this data you can see the "fan base" is mostly young professionals and college students. It also shows that there is a small group of retirees that have liked the page and are maybe just as active and the young members!

So, with the above data, what is said about social media, and from what we learned at SOLS; what we have going on is a great start / foundation. At this point there are no major changes planned for next year. We will continue the same format and expand our fan base through smart postings and interactions with student pages (MSOE is currently the benchmark that all other student sections should follow). Twitter, Linked-in, Google+ at this point more than likely don't need to be considered for next year. There were very few other sections that had those forms showing significant success.

MISC

Golf Outing

Greetings Fellow SAE-Milwaukee Golf Outing Participants and friends:

Thank you for being part of this year's scholarship benefit held at Mee-Kwon Golf Course. By all accounts, the outing was a huge success. Thanks for your participation. We were able to raise several thousand dollars to help support the 6 universities that our SAE Milwaukee Section is affiliated with. We will be sure to keep you posted regarding next year's outing. We hope you will enjoy the attached group photo. Please do send us any pictures you have taken during the outing so we can proudly post them on our website.

A special thanks to all of our sponsors. Without their generosity, our outing could not have been a success: Maclean-Fogg, Johnson Controls, UW-Milwaukee, Briggs & Stratton, Strattec, Oshkosh Corporation, Road America, Eric Von Schledorn, Ping, SAE-Milwaukee, Ken Cook, Dixon Golf and Golf Galaxy.

In the coming weeks, the committee that coordinated this year's event will be getting together and be evaluating some changes we would like to make for next year's event. If you have any comments on how we can improve our outing, both positive and negative, we would be grateful if you would please respond back with your questions.

The SAE-Milwaukee Section is one of the most active Wisconsin organizations of its kind. We encourage you to check us out at www.milwaukeeesae.com to see some of the other networking opportunities we will be coordinating throughout the coming year. (For the start of the 2014-2015 season, we will hold a Tour/Dinner meetings at Harley-Davidson and Manitowoc Crane)

Best regards for a safe and enjoyable summer!

The SAE Milwaukee Golf Outing Committee



ROAD AMERICA 2014 MSOE, UWM, Marquette







