

SAE MILWAUKEE

An SAE International Section

August 2014

UPCOMING EVENTS

- **Harley-Davidson**
 - September 18
- **Manitowoc Crane**
 - October 7 (tentative)
- **COMVEC (Commercial Vehicle Engineering Congress)**
 - October 7-9—Rosemont, IL
- **Collegiate Chapters Student Night**
 - November 5 (tentative)

IMPORTANT NEWSLETTER INFORMATION

Beginning with next month's SAE Milwaukee newsletter, we will be distributing information in a new format. In the future, you will receive a postcard containing important information regarding upcoming meetings including registration information. We will still have the full newsletter available through electronic means via email and the SAE website.

Check us out on the Web: www.milwaukeeesae.com

Like us on Facebook: www.facebook.com/MilwaukeeSAE

Harley-Davidson

September 18, 2014

4:30 pm



Milwaukee, WI

NO WALK-INS : REGISTRATION REQUIRED

DEADLINE: September 14

A little background about Harley-Davidson...

Harley-Davidson Company Background

Founded in 1903, Harley-Davidson Motor Company produces custom, cruiser and touring motorcycles and offers a complete line of Harley-Davidson motorcycle parts, accessories, riding gear and apparel and general merchandise.

Headquartered in Milwaukee, Wis., Harley-Davidson operates seven manufacturing facilities and 21 sales and marketing offices globally and is made up of more than 6,400 employees, with nearly half supporting manufacturing and assembly operations.

Harley-Davidson fulfills dreams of personal freedom – a dream that transcends age, gender, culture and race – and with each decade that passes, customers want that experience through Harley-Davidson in new ways.

It's a responsibility the company takes seriously and, more importantly, that it relishes.

The continued focus of Harley-Davidson is on attracting the next generation of riders – while continuing to increase sales to its traditional customers – through a balanced product portfolio and world-class, customer-led product design.

Project RUSHMORE: In the largest scale new model launch in the company's history, Project RUSHMORE encompasses eight new motorcycles that fundamentally transform the touring experience and is the result of an entirely new way to produce motorcycles – where the voice of the customer impacted decisions earlier and more significantly than ever before. As a result of thousands of hours spent riding and talking with customers, the feedback produced more than 100 new changes focused on more control, better feel, and improved form, function and infotainment.



Street™ 750 and Street™ 500: As the first all-new platform from Harley-Davidson in 13 years, the Street™ 750 and Street™ 500 motorcycles presented an opportunity for Harley-Davidson to bring personal freedom with an attitude, edge and soul to the world's modern cities. Development incorporated feedback from 3,000 customers, riders and dealers in more than 10 countries to understand what they're looking for in an urban Harley-Davidson motorcycle. The Street motorcycles are now on sale in the U.S. and internationally and match the demands of stop-and-go traffic with nimble agility, while delivering instant throttle response to escape city gridlock.

Project LiveWire™: This year, the company also revealed its most innovative program to date with Project Livewire™ –the first Harley-Davidson® electric motorcycle. This exciting new ride blends the company's styling heritage with the latest technology to deliver a new expression of the signature Harley-Davidson look, sound and feel. While not for sale, Project LiveWire is specifically designed to get insight into rider expectations of a no-excuses, electric Harley-Davidson motorcycle. The Project LiveWire Experience Tour will visit more than 30 U.S. dealerships through 2014, and in 2015, it will continue in the U.S. and expand into Canada and Europe.



Harley-Davidson is in a great position to leverage its momentum, expand its reach among new and existing customers, and further strengthen its position as one of the world's leading brands.

In 2013, for the sixth straight year, Harley-Davidson was the U.S. market share leader in new motorcycle sales to young adults 18-34, women, African-Americans and Hispanics, as well as Caucasian men 35 plus.

Worldwide, Harley-Davidson sells motorcycles in 89 countries through 1,458 independently-owned dealers and holds market share leadership in Brazil, Japan and Australia with increasingly strong sales in the 16-country European market and the Asia-Pacific market, including China and India.

The company and brand are stronger than ever, and it's an exciting time to be part of Harley-Davidson.

About the Event

The session will be hosted by leaders in Harley-Davidson Engineering— General Manager, Motorcycle New Product Delivery, Tony Wilcox, and New Product Chief Engineers, Phil Zagrodnik and Jeff Richlen. These product development leaders were instrumental in the development of the Street 500, Street 750 and Project LiveWire motorcycles.

During the presentation, attendees will learn about how Harley-Davidson is elevating personalization and design to reach new customers in new markets around the world. Dive deeper into the customer-led stories behind Project LiveWire and the Street 500 and Street 750 motorcycles.

EVENT AGENDA

Registration: 4:30-5:30 p.m.

Dinner: 5:30-6:30 p.m.

Presentation / Q & A: 6:30 – 8 p.m.

Meal: Buffet including pulled pork sandwiches, barbecue chicken, homemade cole slaw, baked beans, oven-roasted corn, cornbread muffins and dessert

REGISTRATION FEES

SAE Members	\$20.00
Retirees	\$15.00
Guests/Non-members	\$30.00
Students	\$10.00

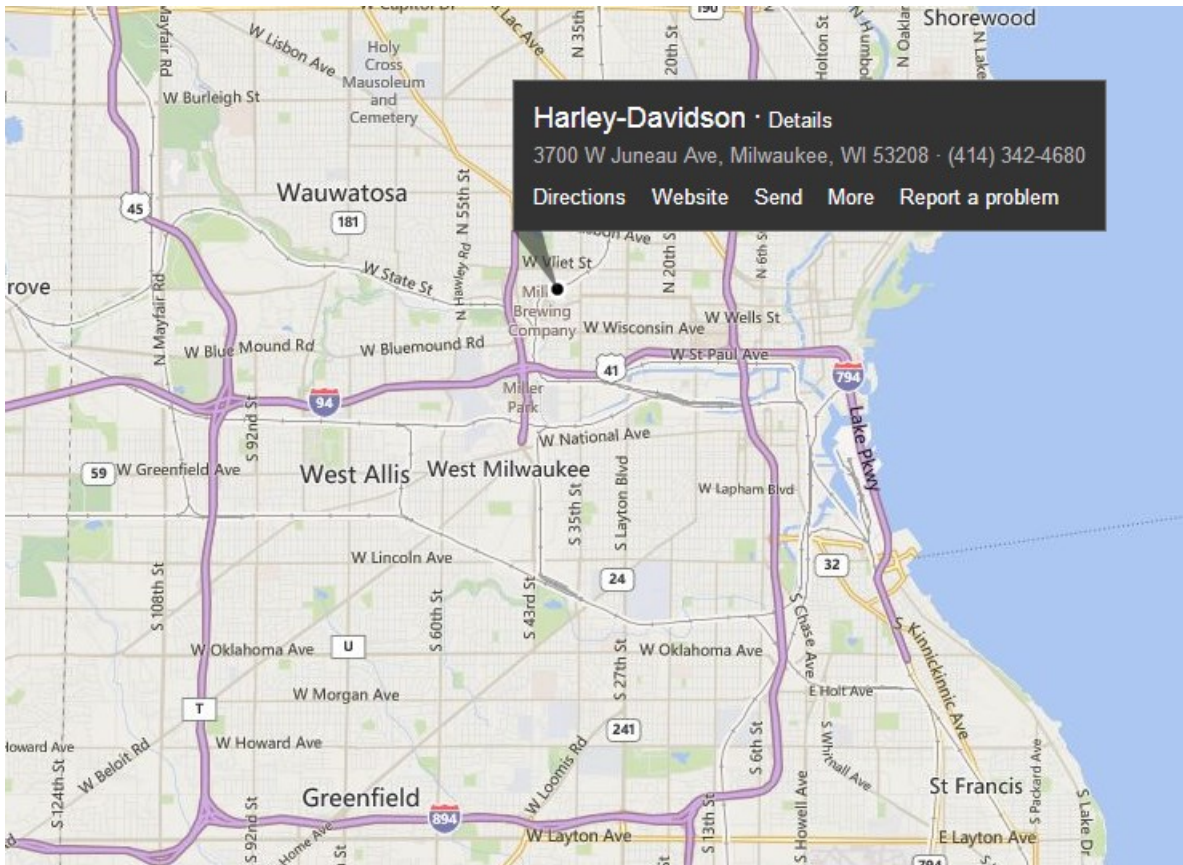
REGISTRATION

- Registration Deadline: Sept. 14 **REGISTRATION REQUIRED / NO WALK-INS**
- Maximum Attendance for this event is 200
- Registration can be completed three ways:
 - Online with a charge card via <http://milwaukee.sae.org>
 - By Phone at 414-807-9663 (Dale Wiza)
 - By Email dale@engineeringplacements.com (Dale Wiza)

Join us at Harley-Davidson's headquarters for this special event, as SAE Intl. is recording this evening as a Videocast Event for other Sections to enjoy! Section Officers need to subscribe for this event, so encourage your friends around the country to request their Section to participate.

We give a special THANKS to Harley-Davidson as they are sponsoring our dinner, so that we may contribute the revenue from tonight to our Section's Student Chapters for their Collegiate Design Series projects!

Meeting Location:



From the north/northwest:

Take US Highway 41 South and exit for Vliet St./State St. Merge onto northbound Alois St., then turn right onto W. Vliet St. Turn right onto W. Highland Boulevard. Turn left onto 38th street, and the campus will be in front of you.

From the south, northeast, east or west:

Take Interstate 94 to US Highway 41. Head north on US-41 and take the State Street/Vliet Street exit. Merge onto W. Martin Drive, then follow the road as it curves around. Turn right onto W. Juneau Avenue for one block, then turn right onto Highland Blvd. Turn left onto 38th street, and the campus will be in front of you.

A recap of recent section events.....

SAE Milwaukee Presents at SOLS 2014!

SAE Milwaukee Section officers Randy Hoffman, Jim Ryan, and Drew Boyer attended the 2014 Section Officer Leadership Seminar (SOLS) in May in Michigan. Our section was asked to partner with the Texas Section to present our best practices on our Student Involvement and Company Ambassador programs to other SAE sections from around the world. SAE International has recognized our section as the leaders when it comes to our involvement with the SAE student chapters. Some examples are: student chapters help run our registration at meetings, student attendance at our meetings, student networking with our Section Members and the great competition and cooperation at our annual Student Night. We presented to other SAE sections our best practices related to this success such as: a healthy section, professional member involvement, team work, communication, mission and vision, long term planning, continuity, good documentation, and responsibility. Our Company Ambassador program was also presented. Our section uses members as Ambassadors to help promote SAE at the company level and this has helped keep our membership strong at just over 1000 members. We presented on how we have made this a successful program and how it has been key in keeping our section as one of the top SAE Sections.



SAE Milwaukee Golf Outing Photos



See more photos online on the SAE Milwaukee website and Facebook page!



A recap of recent section events.....

SAE Milwaukee Cruise Night



Milwaukee Section 2014-2015 Governing Board

CHAIRMAN:

Garrett Herning—Power Test Dynamometers
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VICE CHAIRMAN: OPEN**SECRETARY:**

Drew Caron—Rexnord
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TREASURER:

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James Ryan—Caterpillar
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STUDENT REPRESENTATIVES:

Marquette: Jace Birschbach—jace.birschbach@marquette.edu
MSOE: Karl Hundt—hundtk@msoe.edu
UW-Milwaukee: Nate Sievers—nsievers@uwm.edu
Michigan Tech: TBD
UW-Madison: TBD
Northern Michigan University: TBD

A Letter from the Chairman

Greetings Milwaukee SAE Section,

I hope everyone had an enjoyable summer. As August winds down, school will be starting soon and fall is just around the corner. The end of summer also signals the beginning of the 2014-15 SAE year. The Governing Board has been hard at work putting together another great year of programming.

We start off this year in September with Harley-Davidson, taking an inside look at the new Street 500 and 750 bikes with the added bonus of the Project LiveWire motorcycles. Harley-Davidson has put together a top notch evening for us and this will definitely be a great kickoff to the year so please plan to join us.

In October we are going to be at Manitowoc Crane. This has been on the request list for a while and we've been able to schedule this for early October when the weather will be nice and they are putting together a great event for us. Be sure to keep an eye out for details in the next newsletter.

November will be our Annual Student Night. This is a great way to see the project vehicles that each student section is working on and talk with the students themselves about their designs and projects.

With the exciting lineup we have for this year I hope to see each of you at an upcoming event.

Garrett Herning
SAE Milwaukee Section - Chairman

HILLER FORD

expect more

presents the 2014 5th Annual

MACC FUND CAR SHOW

Turbo-charged Sponsors:

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Autographed
Aaron Rodgers
Memorabilia Raffle

Show will be held at Hiller Ford
6455 S. 108th Street, Franklin, WI
Sunday, September 7, 2014 – Rain or Shine
9:00 AM – 4:00 PM



Car Registration 9:00 AM – 1:00 PM
Awards at 3:00 PM Must be present to win.



\$9.00 Pre-registration / \$11.00 Registration Day of Show

Self-classification Judging Done. Point System by Participants.
Dash Plaques to First 500 Vehicles.
1ST Place and Outstanding in Class Awards.

Great Food by Ray's Butcher Shoppe
Music by The Rock and Roll Express

100% OF ALL EVENT PROCEEDS BENEFIT

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MACC FUND

Hope for Kids

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Spectacular
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To all our generous sponsors and honored golfers,

THANK YOU!

Because of you, our 2014 golf benefit was a big success. We raised over \$2500 of proceeds which will be used to fund SAE student programs at the six universities which our section supports.



Section Sponsors



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