



BOARD MEETING MINUTES

The SAE Milwaukee Section Board meeting was held on December 1st, 2014 at Hayes Brakes Development Center
5800 West Donges Bay Road Wauwatosa, WI 53092, from 6:00-8:00 PM.

I. Recent Events/News/Chair Input

- Student Night
 - What went well?
 - 5 of 6 schools attended
 - Schools did a nice job with vehicle displays and program presentations
 - Finishes:
 1. MSOE
 2. UW-Madison
 3. Michigan Tech
 4. Marquette
 5. UW-Milwaukee
 - What could have been better and ideas for next year?
 - Professional attendance low, possibly contact sooner, maybe HR departments as this is a great way to showcase young engineering talent. Host schools can push career fair companies to possibly attend as a recruitment event.
 - Maybe get a company to sponsor the event
 - Have something to present while votes are being counted
 - Change presentation order based on previous year results or a rotation throughout the upcoming years?
 - Pursue clickers for tallying votes more efficiently
 - Survey for students at the end of the night regarding the event
- Are we surveying our members effectively? Member attendance is low compared to non-members
- Survey for student feedback on Student Night
- Shadow Program
 - Put a phone # down for shadows to reach out to

II. Student Items/Concerns

- MSOE Action items: _____
- Marquette Action items: _____

- UW-Milwaukee Action items: _____
- UW-Madison Action items: _____
- MTU Action items: _____
- NMU Action items: _____
- UWP- Wash Cty Action items: _____

III. 2014/2015 Programs Calendar

- January 2015: SAE Day at the Matt Kenseth Museum
 - i. Date: 17th January; 1-4pm (24th as backup in case of inclement weather)
 - ii. Program Manager: Wayne
 - iii. No place for TV/DVD, little chance of Matt Kenseth being there, no food at museum
 - iv. Attendance is free, promote as a family social event, lunch or dinner at local Cambridge restaurants, tour and store about 30-45 minutes.
 - v. Display SAE banner, have board members on hand for duration
 - vi. Registration: Nothing formal, maybe a sign in to see attendance
- February 2015: Milsco
 - i. Date: 11th February
 - ii. Program Manager: Mitch C
 - iii. Registration: Call in (Dale W.), Onsite (Marquette)
 - iv. Mitch to contact Steve Jennings @ Milsco
 - v. Newsletter: January 11th
 - vi. Need a caterer – Mama Mias
 - vii. Narrative of the company
- Feb 2015: Tour Bus to Chicago Auto Show
 - i. Date: February 21st?
 - ii. Program Manager: Drew Caron
 - iii. Registration: Call in (_____), Onsite (_____)
- March 2015: Clean Snow Challenge; Keweenaw Research Center/Northern Michigan University
 - i. Date: March 2-7th
 - ii. Program Manager: Dale/Garrett
 - iii. SAE Milwaukee Section: \$1000 Sponsorship
- March 2015: Case New Holland – Joint ASME
 - i. Date: 11th March
 - ii. Program Manager: Dale W.
 - iii. Registration: Call in (_____), Onsite (MSOE)
- April 2015: Hiller Ford, New Mustang and Aluminum F150
 - i. Date: _____
 - ii. Program Manager: Drew Boyer
 - iii. Registration: Call in (_____), Onsite (UW-Milwaukee)
- May 2015: Falk
 - i. Date: TBD (Mid 2015)
 - ii. Program Manager: Drew C
 - iii. Registration: Call in (_____), Onsite (_____)
- June 2015: June Sprints – Doug is going to encourage
- June 2015: Golf Outing???
- August 2015: Car Show/Cruise Night
 - i. Actual Weekend Cruise? Trip to Manitowoc Maritime Museum (Randy's Idea)?

IV. Student Activities

- Student to Professional initiative: Updates from Nerissa
- Student Involvement

- Student Networking Night Action items: Nate working on location
 - i. 1st Week of February
 - ii. Dale to present on Career Development + Karl (MSOE) on Student Section Best Practices
- Two year colleges Action items :Matt reach out to Guy

V. Newsletters

- December E-mail only newsletter to include
 - i. Summary of Student Night: Action Item: Randy has gotten info to Mike F
 - ii. Details for registration for CSC Action Item: Garrett to get info to Mike F
 - iii. AWIM/STEM Programs & Volunteers Action Item: Sid to get info to Mike F
 - iv. Shadow Program Action Item: Jim Mike phone number to Mike F
 - v. Mitch will be member Spotlight; need write-up and a picture
 - vi. Newsletter Release Date: 15 December 2014?

VI. Social Media/Website Updates

- Face book (Dustin filling in for Drew)
 - i. Manitowoc Cranes Meeting Action Item: Post Photos
 - ii. Student Night Action Item: Post Photos
 - iii. Shadow Program Action Item: Post Notice
- Website
 - i. Manitowoc Cranes Meeting Action Item: Photos posted
 - ii. Student Night Action Item: Post photos
 - iii. Shadow Program Action Item: Write-up Posted

VII. AWIM/STEM Initiatives

- Messmer Catholic Schools – Anyone from board interested? - Sid connect with Karl MSOE
- High School hyper Mileage (David Klaus) – Sid to Check with
- Volunteer: Raymond Ellingsen (Oshkosh) – Sid to Check with

VIII. Door Prize/Gifts – Dale to look into \$500 Budget

- Coffee Mugs Action items: Back off on mugs, we have 6 from SAE Int'l
- Pens Action items: _____
- USB drives Action items: _____
- Shirts Action items: Still have SAE T-Shirts, blue board member Shirts
- Other Action items: Stylus/Pen, Pen/Light, Pizza Cutter, Bottle opener

IX. Meeting Discussion Topic: Golf Outing

- General:
 - i. It would seem SAE Milwaukee Section of approximately 1000 members and 400 students should be able to have a successful and profitable golf outing.
 - ii. In my work history with engineered product oriented companies, engineers were golfers! We sure didn't find them.
 - iii. The fact is that except for a few board members and a sponsor or two, we did not have one SAE Milwaukee section member register to golf. One would sure think we should have gotten a couple of foursomes from members, retirees, students, to get this program rolling...

- Pluses:

- i. Profitable - Our first two years has proven that a golf outing for the section can be very profitable to help fund a scholarship or student activities. This 2nd year event brought in \$2500+ to the section.
- ii. Company Sponsors - The golf outing is a neat connection to our member companies as sponsors.
- iii. Sponsors Came Forward – Examples were MacLean-Fogg and Johnson Controls, each for \$2000, Wow!
- iv. Raffle Items – Companies did donate; Oshkosh Corporation, Briggs & Stratton, others. They could step up to be a sponsor in subsequent events.
- v. Model Proven - We now have the “model” or format to do a golf outing, after two years experience. Of course, it can be improved each year.
- vi. Expenses - We promoted the event at very low cost to the section; Public course, divot repair tools, mailings with monthly newsletter.
- vii. Early in the Season – June was a good time to hold the event while enthusiasm for golf is at its peak. Holding it on a Saturday could help, yet I don’t believe this was a major deterrent to signing up membership participation.
- viii. Cost of Event - \$75 is a bargain for 18 holes of golf/cart, both lunch and a dinner. So, pricing of the event was not a problem.
- **Minuses:**
 - i. Lack of Participation – Not one member came forth to register, in spite of monthly newsletter event announcements, three Tony/Wayne skits. Our skits did however bring forth at least one major sponsor – MacLean-Fogg.
 - ii. Board Support – Board support was lacking. All would have to get behind such an event.
 - iii. Committee – Usually it was just a Tony/Wayne meeting...
 - iv. Time Involved – Tony had time to do this and had the passion to do it for the past two events. He cannot do that again. The leader of the event to really make it happen would have to spend 20hrs/week, at least for some of the calendar before the event.
- **Questions:**
 - i. Board Makeup - Is our board, while doing a great job overall and recognized by SAE International, the right make up of individuals with the time to support the golf outing? In my opinion, just a few of us have the background to do this (Tony, Mike Krauski, Dale, Wayne). That means too much work for just a few to try to carry it out...
- **Going Forward:**
 - i. There will not be a 3rd annual fund raising out.
 - ii. Tony and Wayne will be organizing a social outing for SAE board members and section general membership.
 - iii. Saturday, June 6th @ 2 pm Edgewater Golf Course Grafton, WI
 - iv. Event will be posted in the April and May 2015 newsletter.

X. Meeting Discussion Topic: SAE Milwaukee Section, Baja, and RA

- Discussion – How and when will we have in back in the Milwaukee Area:

Probably 2017, HB possibly sponsor a development day for students

- Moving forward for Next Year – Is SAE Milwaukee back in the driver's seat:

- Committee for 2015:

- *Next Month's Major Discussion Topic: TBD*

XI. Next Board Meeting

- Date: 20th Jan 2015
- Location: Quaker Steak and Lube or Club Paragon – If meeting room

XII. Rate this Board Meeting (0 to 10)

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Future Meeting Ideas:

Company:	Volunteer:	Status:
Kohler	Dale	
Generac Power Systems	Garrett	
BRP	Tony	
Pierce Fire Truck	Tony	
Epic Software	Kurt	Contacted 4/29/14
Synerject	Kurt	Contacted 4/29/14
Husco Automotive	Jace	
J.W. Speaker	Mike K	
Ariens Company	Matt	
MacLean-Fogg, Whitewater	Garrett	
H.O. Bostrom		
Waukesha Engine		
Putzmeister America, Inc.		
SRT Event	Drew B	
Passive or Preventative Safety ride	Drew B	
along at MGA (replacement idea)		
Modine		2016 is 100 yr Anniversary