



SOCIETY OF PLASTICS ENGINEERS
COLOR & APPEARANCE DIVISION
Board of Directors Winter Board Meeting Minutes

Date: January 8th, 2019 Board of Director's Meeting
 Location: Gaylord Texan Resort & Convention Center – Meetings in Appaloosa 1 on Level 3 Grapevine, TX

Attendance

Present:		Absent:
Aumann, Scott	Landazuri, Mercedes	Ford, Ed
Balthazar, Earl	Martelli, Dan	Heitzman, Scott
Becker, Doreen	Mulholland, Bruce	Hunter, Dan
Billiter, Matt	Prosapio, Alex	Karszes, Nathan
Briggs, Breeze	Puckerin, Betty	McHenry, Todd
Depew, Chuck	Ryan, Mark	Outlaw, Brenda
Drusda, Jeff	Smeltzer, Ann	Serder, Elizabeth
Esker, Steve	Tyler, Mark	Waddle, Todd - resigned
Figaniak, Jim	West, Brian	Ehr, Sharon - Plans to resign
Freshwater, Mark	Williamson, Kimberly	
Ladson, Jack	Willis, Mike	
		Guest:

Upcoming Board Meeting:

Spring Meeting – ANTEC 2019 Detroit – Room TBD

March 18th 12:00pm to 2:00pm

**Gaylord Texan Resort &
Convention Center**
Grapevine TX – Dallas / Ft Worth

Tuesday January 8th, 2019

Meetings in Appaloosa 1 on Level 3

Breakfast 7:30 – 8:30 AM

Meeting starts at 8:00 AM

BOARD OF DIRECTORS MEETING

- Welcome, Introductions, Opening Remarks, Announcements – Brian West
- SPE Anti-Trust Statement – Brian read Anti-Trust statement and guidelines.

Meeting Courtesy – Please give speakers the same courtesy you would expect.

- No sidebar conversations when others are speaking to the group.
- Cell phones on vibrate or silent.
- Laptops / Notebooks allowed for note taking

No E-Messages via any electronic devices unless relevant to the topic being discussed.

The meeting referenced above and below will be governed by the Anti-Trust Act Statement listed as follows:

SOCIETY OF PLASTICS ENGINEERS ANTITRUST GUIDELINES

It is an SPE Policy that there can be:

- 1. No discussion among members which attempts to arrive at any agreement regarding prices, terms or conditions of sale, distribution, volume, territories, or customers;**
- 2. No activity or communication which might be construed as an attempt to prevent any person or business entity from gaining access to any market or customer for goods or services or any business entity from obtaining services or a supply of goods;**
- 3. No activity or communication, which might be construed as an agreement to refrain from purchasing or using any materials, equipment, services or supplies of or from any supplier; or any other activity which violates antitrust or other applicable laws aimed at preventing unfair competition.**

Brian called the meeting to order 8:01am EST

Agenda as distributed – Approved for use

Motions will be in Red Font

Secretary's report – Mark Tyler distributed the minutes. Minutes amended to show changes to header that said Summer meeting instead of Winter, took Breeze off 2019 ANTEC and added Elizabeth and finished last sentence in membership section of minutes. **Bruce Mulholland motioned to approve as amended. Seconded. Approved** as reported. Mark Tyler to add to website and Kathy as amended

Treasurer's Report- Taxes and year end fiscal resource were filed on time – they were due November 15th 2018 time frame. Completed our Trust Way PTI Certification to be able to accept CC when we have SSL security logo. Financial Reports distributed and discussed. (Reports attached) **Bruce motioned to approve Financial reports. Seconded. Approved as reported**

Councilor's Report – Bruce M (Councilor's Report Attached)

- CAD is now compliant with Liability Insurance through SPE Insurance program
 - Cost (\$450) will be deducted Dues rebate so no cost to CAD this year
 - CAD articles of incorporation are good
 - To get Insurance, HQ must have on file By-Laws, roster has to be current and BOD members have to be SPE / CAD members and financial / tax forms on file for insurability (does not have to be most current) – can be removed as a division of SPE if these things are not in place.
 - Does not cover events
 - Will it cover Errors and Omissions or would we need separate insurance
 - Bruce to ask SPE
- Council Meeting 12/13 – Virtual (Report attached)
 - Review budget
 - Projected that if no changes made, SPE could exist 11 more years
- ANTEC discounts for BOD members
 - Can be free if chose to attend a chapter leadership roundtable on Sunday from 2pm to 5pm
 - Link to discount - [All Leaders! RSVP to Council Activities and ANTEC© 2019](#) though it very confusing to use. Good luck
- Elections at SPE level
 - President Elect – Last week of January
 - VP of Events – Bruce to run – elections week of Feb 4th
 - If Bruce is elected, new councilor will need to be elected to represent CAD
 - A proxy will need to be assigned to represent CAD at Councilor 2 meeting coming up where Bruce can be Councilor at Councilor 1 but not 2
 - Bruce asked if Mercedes would be proxy until new Councilor was elected
 - Bruce asked Jim F if he wanted to be on events committee at SPE level to share best practices – Jim said he would

Committee Reports:

Technical Programs

- ANTEC Technical Program Committee – Jeff Drusda (Chair)
 - ANTEC 2019 (Detroit) 75th Anniversary March 18th – 21st – Cheryl / Elizabeth / Betty
 - Technical program set
 - Technical program on SPE site not correct. Needs corrected
 - Need Moderator for second session

- Business meeting will be held at end of technical sessions
 - Challenge to have our BOD meeting at ANTEC
 - Could be 2 hours according to By-Laws
 - Bruce to send a link to Cheryl / Betty on getting rooms set up
 - ANTEC 2020 (San Antonio TX) – Mark T / Jeff D no update or date set yet
 - ANTEC 2021 (TBD) – NPE has not yet decided where it will be held. Doreen B. and Ann S. agreed to chair tech program.
- CAD RETEC® Technical Program Committee – Jim F.
 - CAD RETEC® 2019 (Cleveland) – Steve / Mark Freshwater – Monday September 23rd to 25th 2019
 - Sponsorship – Diamond level discussion -
 - 2 companies want to showcase themselves because of their HQ in Cleveland
 - What to offer for a Diamond level
 - What are the expectations of these companies
 - Guidelines need to be updated and configured to show how sponsorships are handled in these situations.
 - Sponsorship committee to make sure guidelines are correct
 - Sponsorship Committee to add a Diamond Level Sponsorship at \$10,000
 - Brian W to assess levels of sponsorships that Day-Glo and Ferro want to commit to
 - Opening Reception to be held at Rock Hall of Fame (RHoF)
 - **Motion presented by Steve Esker to hold the 2019 CAD RETEC® opening reception at the Rock and Roll Hall of Fame venue with an expected cost of an additional \$10,000 from past opening receptions. Seconded. Motioned approved**
 - Transportation discussed on how to get attendees to the RHoF - Sponsorship
 - Buses, trolley, train – Mark F and Steve E to look into transportation costs
 - CAD RETEC® 2020 (Orlando) – Chair Cheryl Treat / Vice Chair Jeff Drusda an – September 20th to 22nd
 - Committee Chairs finalized
 - Technical Program Chairs Mark T and Alex P
 - Remaining chairs attached below
 - Cheryl and Jim F to go over budget after meeting
 - CAD RETEC® 2021 (Atlanta) – Betty P. / Elizabeth Serder - September 19th to 21st
 - Set for Marriott Marquis
 - Contract signed and budget needs turned in.
 - Can have signage on the rail system and other places
 - CAD RETEC® 2022 – Nashville / Dallas – Gaylord Opryland September 18th to 20th
 - Potential two-year package being presented by Gaylord Resorts
 - Nashville quoted \$199 with \$20 resort fee or \$219 without resort fee
 - **Motioned presented by Jim Figiniak to approve Gaylord Opryland Nashville as venue for 2022 CAD RETEC® and no contract will be signed without approval by Executive Committee. Seconded. Approved**
 - Discussion on pros and cons of both
 - Doreen B and Alex P to chair and Brian W to mentor

Sponsorship Committee: Scott A / Cheryl T.

- No update presented

Communications Committee– Betty P. – See Attached reports

- Website – Jeff D.
 - CAD RETEC® page being set up
 - Contact link to connect Technical, sponsorship and Table tops set up

- Registration will open May 1st – Bruce to send link to Betty
 - Need links to Hotel for registration by May 1st – Mark F / Steve E
 - Ad to Plastics engineering complete – will go out March
 - March May June PE ads
 - July Post cards to go out
- Elections page up and running to January 31st
- Scholarship page to open April 1st
- Still looking for Web Admin – get with Betty
- Newsletter
 - Need to submit requests for sponsors to the Newsletter – Mark T
 - Next issue to be launched before ANTEC
 - New Ideas needed for technical articles. Currently coming from CAD RETEC® and ANTEC papers
- Social media
 - George I and Earl B to assist in setting up and maintaining Social Media accounts
 - Mercedes, George and Earl will create LinkedIn business page.
 - Set up Instagram for Color and Appearance - Mercedes
- Eblasts
 - Dan Martelli doing E-Blasts
 - Also send blasts out using the Chain – Jeff D / Betty P to train Dan on doing this
- Betty reported SPE branding requirements and looking to update communications from CAD, Newsletter, Website and Eblasts are compliant

Education/Technical Resource Committee – Mike Willis (Chair) See report attached

- Education committee to focus on Four groups
 - College outreach program
 - Feedback on objective statement need to broaden to include associates degrees in plastics engineering or color matching, design schools or programs with color training curriculums and opportunities with partnering companies as professional development programs.
 - Mike W to maintain list of potential colleges to approach or that have been approached
 - If colleges or programs are approached let Mike W know
 - When Objective statement is finalized Mike W will get to Betty to put in to Tool kit for all to access – Betty P
 - Section 14 operating rules
 - Complete and Mike W to review annually
 - Pinnacle Award
 - Submitting four requirements for Pinnacle Award. Only three are required
 - Cat 1 CAD RETEC® event
 - Cat 2 Plastics Work Shop
 - Cat 3 Community Outreach – Plastivan
 - Cat 4 Educational Activity – Scholarships
- Presentation to review slides – ongoing
 - Need updated logo so Mike is asking Betty for Master Slide to convert slides to complaint branding
 - 6 sections

Endowment: Ann Smeltzer (see Endowment Committee report attached for full details)

- Web Submission ready to launch in April
- 35,000 in Budget for 2019 – 2020 for scholarship
- Look at committee guidelines to see how the acceptance of funding a school or program could affect the scholarship programs

Awards: Mark Freshwater

- Scott Heitzman application was approved for HSM
 - Only two HSM awards given this year
- Mark thanked everyone who graded papers at CAD RETEC®
 - 14 papers, 6 graders

Membership: Jack Ladson.

- 750 members this year, 725 last year 4% increase
- Increase in the number of membership allocation – CAD has three of these types
 - Young Professionals
 - Emeritus Memberships
 - Student Memberships, and
 - Professional Members
 - New Young Professionals
- Make sure your memberships are up to date – SPE will drop you off the CHAIN immediately when it expires so won't get notices through the CHAIN
 - Jack to supply Mark with BOD members expiration dates

Public Interest – Betty Pukerin - Survey

- Give results at Spring Meeting

International Committee: Brian West

- Translation of documents is in the process and Spanish is by far the most commonly requested translation, so we are working on updating test methods on the website in Spanish.
- Korean – Next version to consider
- Portuguese – Mark T to give Brian W a contact for translation

Color Advisory Group – Jack Ladson

- No Update on LED discussions through Govt
- ASTM meetings in February
- CIE meetings in June in Washington for a full week
- Spectrometer addition – need to find a method to verify acceptable response function
 - Current Delta E metric being used
 - Does not have a mean and mode to agree and no symmetry
 - Jack is developing method using law of Large Numbers and hopes to present CAD RETEC 2019® in September

Old Business – All

- Motion presented by Bruce to change the date of CAD Officers and Directors terms from ANTEC to ANTEC to July 1st to June 30th. Seconded. Motion approved
- Motion Presented by Bruce to approve By-Laws as presented at CAD BOD Winter Meetings. Seconded. Motion approved
- Bruce will finalize the TOC and Duties and Responsibilities for Summer Meeting

Action Items List from past meetings

Old Business From Past Meetings	Assigned to	Due	Status
Set up forum about how to recruit and enhance membership	Jack L, Mercedes L, Dan M	Summer Meeting, 2019	Open
Education committee to look into if we want to use the SPE sites Archive capabilities and recommend if CAD should possibly store past papers and event information	Education Committee	Summer Meeting, 2019	Open
Research electronic pointer technology for future conferences. Ways to incorporate pointer technology in to presentations	Nathan K	Spring Meeting, 2019	Open
Atlanta 2021 Budget needs submitted	Jim F	Spring Meeting, 2019	Open
Look into moving SPE Color and Appearance LinkedIn pages from group page to business page.	Mercedes L, George I, Earl B	Spring Meeting, 2019	Open
Look at the possibility of having the Plastivan presentation attend Cleveland RETEC	Bruce M	Spring Meeting, 2019	Open
Jack to report findings from membership report that SPE was supplying to Jack in November. Note: Jack will report out at Summer meeting	Jack L	Summer Meeting, 2019	Open
Report results of 2018 RETEC Survey	Betty P	Winter Meeting, 2019	Open
Make larger easier to read signs for no photography for future RETEC”	Betty P	RETEC 2019	Open

New Business – All

- Discuss having an AV Chairperson to oversee all AV needs for each conference – Will trial in Orlando CAD RETEC® - Looking to contract with PSAV
- New Secretary vote – Nominations – George Iannuzzi, Mike Willis
 - Mike Willis was voted incoming Secretary
- Motion presented by Bruce M to increase fee structure of 2019 CAD RETEC® as presented at Winter BOD meeting. **Seconded. Motion approved**
- Motion presented by Bruce to increase the budget in 2019 for the Plastivan from \$17,500 to \$35,000. **Seconded. Motion approved**

New Action Items From Winter 2019 Meeting	Assigned to	Due	Status
Ask SPE if current Liability insurance covers Errors and Omissions clauses and or do we need E and O insurance if it does not	Bruce M	Spring Meeting, 2019	Open
Register for ANTEC using link supplied if going.	All	February 15th, 2019	Open
Supply Secretary with CAD BOD membership expiration dates	Jack L.	Spring Meeting, 2019	
Assess expectation levels of Day Glo and Ferro for being upgraded sponsors at 2019 CAD RETEC®	Brian W.	Spring Meeting, 2019	Open
Looking into transportation opportunities and cost from Hotel to Rock Hall of Fame for opening reception	Steve E / Mark F	Spring Meeting, 2019	Open
Once complete, Supply College Outreach Objective Statement to SPE CAD website Took Box for others to use	Mike W / Betty P	Summer Meeting, 2019	Open
Train Dan Martelli on doing blasts on The Chain along with E-Blasts	Betty P / Jeff D	Spring Meeting, 2019	Open
Send link for registration to 2019 CAD RETEC® to Website Committee once opened	Bruce M	May 1st, 2019	Open
Send link for Hotel registration to Website Committee once received	Steve E / Mark F	May 1st. 2019	Open
Send Mike Willis updated master slide with updated SPE Branding applied	Betty P	Spring Meeting, 2019	Open
Design and present compliant CAD BOD shirts	Scott A	Summer Meeting, 2019	Open
SPE asked that the Postcard design be altered slightly	Betty P	Spring Meeting, 2019	Open

Motion to adjourn by Earl B at 12:10pm CST. all approved. Meeting Adjourned

Minutes Respectfully Submitted by:
Mark Tyler CAD BOD Secretary

Communication Committee

Tuesday, January 8, 2019

8:00 AM

Website: Jeff Drusda

CAD Website Updates

- 2018 RETEC
 - Changed copy on revolution slider
 - Added Proceedings links (Resources, RETEC)
 - Photo gallery added
 - Habitat for Humanity updated
- 2019 Elections
 - Webpage is built (Gravity Forms-Annual Renewal)
 - Ballot active 1/2/19 through 1/31/19
 - Links on homepage (Menu, News)
- Twitter feed
 - Most recent tweets (two)
- 2019 ANTEC
 - Webpage is built
 - Content updated
 - Registration links - SPE based
 - Program is current
 - SPE version is not
- Resource Page
 - Links updated
- Footer Menu
 - Links Updated

CAD Webpage Construction

- 2019 RETEC – WIP Betty
 - Webpage launched and linked to CAD homepage
 - Contact links for sponsorship committee, exhibitor (Brian) and technical program committee (Ann, Alex) added.
 - Slider needs to be created for the homepage. Betty will try to combine the Cleveland skyline and records to create the slider background
- SPE CAD Memorial
 - Needs updating & new format
- Communications - As needed
 - Newsletters, minutes, BOD
- Scholarship
 - Target by April 1?
 - Allow for testing
 - Need 2019 submission deadlines
 - Need updated Word doc
 - Need updated online submission form (SPE)

CAD Website Needs

- Web administrator – still needed
 - Maintenance (domain)
 - Upgrades
 - Enhancements
 - Improve appearance, features

- Updated stock photos
- Updated SPE photos
- Submission link – RETEC presentations?
 - Avoid proprietary/confidentiality issues between companies
 - Avoid file size limitations through email
 - Allows easier corrections
 - May test website function by ourselves
 - Allow anyone to upload presentation

Newsletter: Mark Tyler

Next one before ANTEC in March

*Sponsorships request needed

Invoices through eTouches - Bruce can help

Information will be requested later

Secret - papers?

CAD RETEC® is the correct title

Social Media:

Mercedes is looking at creating an instagram account for CAD RETEC using SPE Color & Appearance. She is also looking to change Linked In to a group pages. George has volunteered to help manage in LinkedIn content.

Action: build the business page in LinkedIn - Mercedes and George

eBlasts: Dan Martelli

eBlast submitted for the BOD election

Include the Chain with eblast

Jeff posted on the Chain that the election is now open

Logo

Update the website and future literature to SPE new logos for Color and Appearance.



SPE updated their fonts and colors. We need to get (purchase?) fonts and color to be available to use on the website.

Fonts

- Brandon Grotesque is SPE's display and headline font
- The Lucinda Sans Font family is being used for body copy on SPE's website (Lucinda sans unicode). The rest of the Lucinda san font family (Lite, Regular, Dark, Bold & Extra bold) are used for body copy on print material.
- Arial can be used as an alternate text font when appropriate.

Action: work through Wordpress to get the new fonts and colors - Jeff and Betty

Action: Update the current logo on site using the correct color for Color and Appearance and review SPE - Jeff, Betty

Fall Council Meeting Report

SPE Council convened in Charleston, SC for the Fall 2018 meeting. At the beginning of proceedings, President Brian Grady called for a moment of silence to honor the passing of several distinguished SPE members.

Clear and relevant governance is the foundation of a well-run society and SPE continues to refine its policies and by-laws. Several items were amended and approved during Council thanks to the diligent leadership of Councilor Bruce Mulholland.

Financial Review & CEO Report

CEO Farrey presented a financial report that covered Society finances through June 30, 2018. Since then, the July 2018 financial report has been made available. The operational performance was strong, with costs trending downward despite increased headcount and salary increases at SPE HQ. The information systems overhaul will produce \$200k in net savings annually when older contracts are unwound.

The SPE financial investment portfolio has declined and remains behind budget. Farrey explained that SPE's financial portfolio continues to be conservative, targeting 6% annual return.

Farrey presented an update on the initial impact of Council's decision to stay with the old chapter dues system after having implemented a new software program. The current way of doing business results in higher costs (\$5k one-time charge, \$6k monthly accounting fees) while reducing efficiencies such as enabling auto-renewal for members. After much discussion, both in Council and during recess, VP of Sections, Scott Eastman, brokered a compromise that allows chapters to lock-in the amount of pass-through funds for two years at the level received on June 30, 2018 while embracing the new software system. Of course, this number can increase as chapters attract and retain new members.

New Programs & Initiatives

SPE continues to build programs that deliver value for members. Director of Member Experience, Sue Wojnicki, presented an overview of a new content strategy, including licensed learning courses from the Institute of Packaging Professionals (IOPP) titled, "Fundamentals of Plastics Packaging Technology". SPE-developed webinars, which are free for SPE members and \$199 for non-members, are being rolled out through the remainder of 2018 covering topics such as artificial intelligence and plastics in the automotive sector. To support this and other programs, a new marketing program manager has been hired to create and improve processes for member acquisition and retention.

A new mentor program has been launched. SPE members can sign up to be a mentor, a mentee, or both. This development comes in response to previous ideas from councilors and members about taking advantage of the knowledge and skills of our 22,000-strong community of plastics professionals.

In addition to new programs, the new IT infrastructure continues to create benefits make life easier for volunteer leaders such as live membership reporting where membership chairs can access reports at any time. In addition, SPE can now help Chapters process credit cards for incidental payments received for things like newsletter ads, sponsorships,

etc. Through a simple online payment gateway form, Chapters may now accept credit card payments and HQ will clear the transaction and remit the revenue back to the Chapter.

SPE has discontinued the use of paid conference calling systems which results in a cost savings of ~3K/month, Chapters can take advantage of new, free, better systems such as Zoom and staff will offer support of Zoom if questions arise. Pinnacle Awards forms can now be completed entirely online whereas before they had to be printed, completed by hand, scanned and emailed to SPE.

The SPE Online Technical Library now contains over 14,000 items. With improved search functionality, this is a valuable tool for chapters to promote the content created by their members at conferences or other events. Each chapter is responsible for deciding which content is suitable for inclusion. Instructions for uploading can be found on the main SPE website: Content > Leadership Resources > Leadership Documents. SPE will provide additional guidance in the following weeks.

Chapter Insurance Program

Following recent discussions on The Chain that clarified the need of each chapter to have its own insurance coverage, Farrey announced that a global agreement has been negotiated by SPE to offer insurance for all chapter board members for \$450/yr starting on October 1, 2018. This amount is significantly less than previous programs where the average cost to the chapters was \$1200/yr. Chapters must have the following in order to be insured using the program developed by HQ: 1) bylaws are on file with SPE HQ; 2) a current roster with all board members, all of whom must be SPE members must be provided to SPE HQ; 3) financial forms (IRS 990 and annual report) must be on file with SPE. A webinar covering all details will be hosted by SPE at 11h00 EST on September 27, 2018. Details about the program are posted at www.4spe.org/chapterinsurance. SIGs and student chapters are exempt as they are covered by SPE. Chapters that already have coverage are encouraged to talk to Farrey directly about the transition.

SPE Foundation Report

SPE Foundation Director, Eve Vitale, announced that the Foundation Annual Report will be available at ANTEC 2019 in Detroit. Vitale reviewed multiple initiatives underway through the Foundation including increased advocacy efforts with PLASTICS for both workforce development and recycling infrastructure funding; PlastiVan outreach programs with Kettering University, Baylor University, SPE Divisions including Thermoforming and Composites, and a virtual classroom seminar with students in Australia in partnership with the AUS/NZ Section.

2019 Executive Board Elections

There are 3 open positions on the SPE Executive Board. Terms begin March 17, 2019. Elections will be held beginning in January 2019 for the following positions:

- President-Elect: 1-yr term, 3-yr commitment
- VP Events: 3-yr term
- VP Young Professionals: 3-yr term

December Council Meeting Report

The December Council meeting was held as a virtual meeting on December 13, 2018. The purpose was to review the budget for the upcoming fiscal year as well as a few other agenda items.

The Sections and Divisions insurance program is now live. CAD is now compliant with Liability Insurance through this SPE Insurance program. The cost of \$450 is deducted from the membership dues pass-through rebate. This will be no cost to CAD. To qualify for this insurance, a Section or Division must have articles of incorporation filed with the State of Connecticut, and bylaws, an officer roster, and current financial/tax forms filed with SPE HQ. CAD is in compliance with all of these requirements. If a Section or Division is not in compliance, they will be removed from active status until they become compliant. Bruce Mulholland presented changes to SPE bylaws to reflect the requirement of obtaining this liability insurance. Changes were approved.

The 2019 budget was reviewed. SPE is projecting a loss of \$373K primarily due to the expectations of a softer market and less revenue from investments. With reserves, SPE could exist for eleven more years operating at this level of projected loss. Obviously, there will be changes made during 2019 to improve the financial position of the organization.

The elections for Council officers is slated to begin the last week of January for the position of President-elect. The following week elections for Vice President of Events and Young Professionals will occur. Bruce Mulholland of CAD has been nominated for the position of VP of Events.