



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

Date: March 18th, 2019 Board of Director's Meeting
 Location: Marriott Detroit at the Renaissance Center – Meeting in Granite City
 Restaurant
 Detroit, MI

Attendance

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

Upcoming Board Meeting:

Summer Meeting – Aloft Boston Seaport Boston, MA

August 5th and 6th, 2019

Detroit Marriott at the Renaissance Center
400 Renaissance Drive, Detroit, Michigan 48243

Monday March 18th, 2019

Meeting in Granite City Restaurant

Noon to 2:00pm – Lunch served during Meeting

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 12:00pm

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 attendees at Winter meeting – Brenda was listed as present and absent, she was absent. Date for upcoming Spring meeting was incorrect and was changed. **Bruce Mulholland motioned to approve as amended. Seconded. Approved** as reported. Mark Tyler to add to website and Kathy as amended

Treasurer's Report- Bruce went over financials. Bruce asked about once BOD money drops below 100K, do we transfer from endowment to keep BOD money above 100K threshold. It is budgeted to do this for 2020. Budget Income and expenses do balance. **Betty motioned to approve Financial reports. Seconded. Approved as reported**

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

- Bruce was elected as VP of Events at the SPE Level
 - New councilor will need to be elected for CAD as Bruce cannot do both positions
- Discussed SPE Financials
- SPE looking at resourcing different events based on services needed and funds generated
 - New form to solicit services from SPE – www.4spe.org/hqservices
 - Form needs filled out for all requests for service
- ANTEC not co-locating with NPE in 2021 (Denver) – SPE wants to have ANTEC in March for student inclusions

Committee Reports:

Technical Programs

- ANTEC Technical Program Committee – Jeff Drusda (Chair)
 - No Updates
- CAD RETEC® Technical Program Committee – Jim F.
 - CAD RETEC® 2019 (Cleveland) – Steve / Mark Freshwater – Monday September 23rd to 25th 2019
 - Sponsorship – Diamond level discussion -
 - Need to determine what level is Diamond
 - Consider adding tabletops free with Diamond Level and invoice \$8,800 for Sponsorship and invoice \$1,200 later to get around >\$10,000 limits
 - Sponsorship committee to decide on how they want to handle going forward and distribute sponsorship opportunities to CAD
 - Committee decided to do \$9,500 for Diamond Level Sponsorship. No Table tops
 - Opening Reception to be held at Rock Hall of Fame (RHoF)
 - Transportation discussed on how to get attendees to the RHoF - Sponsorship
 - Buses, trolley, train – Mark F and Steve E to look into transportation costs
 - SPE Plastivan can do a presentation at CAD RETEC
 - Bruce to reach out to local chapters to get students involved
 - Have Plastivan in Exhibit area before the first break
 - Let exhibitors know what to expect

- Doreen to decide on Summer Meeting location and date
 - August 5 and 6th.
 - ½ day 5th for committee meetings
 - Possibly do some concurrent committee meetings to reduce over all time for committee meetings
 - Full day the 6th for Summer Meeting
 - Marco Island, Boston Area, Baltimore are suggested locations
- Start AV chair person in Orlando to make sure AV is within our guidelines

Sponsorship Committee: Scott A / Cheryl T.

- Decided to do \$9,500 for Diamond Level Sponsor.

Communications Committee– Betty P. – See Attached reports

- Website – Jeff D.
 - CAD RETEC® page being set up
 - Sponsor Gallery
 - Need to verify current sponsors for webpage
 - Change type font to match SPE
 - Need higher resolution graphic of 2019 RETEC Logo for website (Steve)
 - Site maintenance to happen 3/21. Be prepared for potential issues
- Newsletter
 - Winter Newsletter launched March 13th
 - Need more people involved in putting together technical articles for Newsletter
 - Bring in Technical Content Review Committee to submit technical content for the Newsletter
 - Have Sponsorship committee take over sponsorships for Newsletter
 - Solicit ads, Obtain ads, Get ads to publisher, Invoice ads
- Social media – Mercedes Landazuri
 - Instagram account now set up
- Eblasts
 - Dan Martelli doing E-Blasts
 - Use new form from www.4spe.org/hqservices
- SPE using new Registration system, not supporting ETouches anymore
 - Need to change to new system for invoicing and registration going forward
 - If going to our own system could around \$700 per Bruce

Education/Technical Resource Committee – Mike Willis (Chair)

- No Update

Endowment: Ann Smeltzer

- Web Submission potentially ready to launch in April
- 100% online submissions this year
- Scholarships on SPE level is not counting division scholarship programs
 - Need to get SPE to include all divisions and let people know total SPE scholarship awards

Awards: Mark Freshwater

- All information for Pinnacle award has been submitted
- Congratulations to Scott for HSM Award

Membership: Jack Ladson.

- 764 members so far this year,
 - Student members growing fastest – 14 to 64

Public Interest – Betty Pukerin - Survey

- Surveys were found but have not been evaluated as of this meeting
 - Results will be presented to BOD when complete by Betty

International Committee: Brian West

- Color Additive Europe has their conference in March and ANTEC moving to March is a conflict for next few years

Color Advisory Group – Jack Ladson

- CIE15 was published in 2018
 - Summer meeting will have a more detailed report

Elections – Doreen Becker

- 8 incumbents reelected
- One new person elected
 - Colin Green elected to BOD – M. Tyler assigned as mentor

Committee Chair Verifications –

- All Chairs agreed to continue to be chairs of their committees for another year

Finance Audit was performed by Treasure and Finance Chair and approved results

Old Business – All

- 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
Electronic pointer technology for future conferences. Send link of Pointer system to Jim F	Nathan K	Summer Meeting, 2019	Open
Look into moving SPE Color and Appearance LinkedIn pages from group page to business page.	Mercedes L, George I, Earl B	Summer Meeting, 2019	Open
Report results of 2018 RETEC Survey	Betty P	Summer Meeting, 2019	Open
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	Summer 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
Send link for registration to 2019 CAD RETEC® to Website Committee once opened	Bruce M	May 15 th , 2019	Open
Send link for Hotel registration to Website Committee once received	Steve E / Mark F	May 15 th , 2019	Open
Send Mike Willis updated master slide with updated SPE Branding applied	Betty P	Summer Meeting, 2019	Open
Design and present compliant CAD BOD shirts	Scott A	Summer Meeting, 2019	Open

New Business – All

- Mercedes let BOD know about Sustainability Division meeting happening at ANTEC and if anyone was interested in joining that group as BOD.
- New Councilor needed to be elected to fill Bruce’s vacated spot. Mercedes Landazuri was nominated and voted in as new CAD Councilor.
- Do we want to do anything with PMAD again?

New Action Items from Spring 2019 Meeting	Assigned to	Due	Status
Report on CIE 15	Jack L	Summer Meeting, 2019	Open
Reach out to local sections around CAD RETEC 2019 to inform them of the Plastivan	Bruce M.	Summer Meeting, 2019	Open
Supply higher resolution logo to Website committee for	Steve E. Mark F	ASAP	Open
Verify sponsors of the website.	Cheryl T, Scott A	May 15 th , 2019	Open
Decide on Summer Meeting location	Doreen B	June 1 st , 2019	Open

Motion to adjourn by Betty at 1:40pm EST. all approved. Meeting Adjourned

Minutes Respectfully Submitted by:
Mark Tyler CAD BOD Secretary

SPE Council Summary

March 16-17, 2019

Detroit, MI

The SPE Council meetings were held prior to ANTEC 2019 in Detroit, Michigan. At the beginning of proceedings, President Brian Grady called for a moment of silence to honor the passing of several distinguished SPE members, including Dr. Vicki Flaris, Thoi Ho, Dennis Hvam, and Richard G. Johnson.

All presentations and data discussed during Council meetings are available on The Chain in the Council Committee of the Whole (CCOW). We encourage everyone to take the time to review this information to get a full understanding of the Society.

Financial Review

For 2018, SPE had a net positive operational result, but showed an overall deficit due to lower than expected investment results. SPE management meets on a quarterly basis with investment advisors. January 2019 results were better than budget. SPE is projecting a loss for 2019. Complete details on the 2019 budget are available on The Chain.

A summary of the 2018 budget vs. actual report is available below:

Revenue	2018 Budget	2018 Actual
Membership/HQ	\$ 2,062,001	\$ 2,076,477
Foundation	\$ 463,500	\$ 366,397
HQ Events	\$ 888,500	\$ 805,372
Supported Events	\$ 348,500	\$ 396,510
Total Revenues	\$ 3,762,501	\$ 3,644,756
Expenses		
Membership/HQ	\$ 2,916,161	\$ 2,612,042
Foundation	\$ 589,495	\$ 456,673
HQ Events	\$ 715,781	\$ 559,365
Supported Events	\$ 22,600	\$ 10,135
Total Expenses	\$ 4,244,037	\$ 3,638,215
Results		
Operational Result	\$ (481,536)	\$ 6,541
Investment/Interest	\$ 401,000	\$ (290,420)
Total Result	\$ (80,536)	\$ (283,879)

SPE Official Business

Councilor Bruce Mulholland presented several proposed changes to bylaws and policies related to the budget review process and Fellows/HSM ratification procedures. Council approved both motions. All changes can be found in the official minutes.

At the end of Council I, President Grady thanked the Executive Board for their service. He also thanked Past President Al-Zubi who is now leaving the Executive Board. President-Elect Landes presented the ceremonial pin to Grady and delivered the traditional "Whereas" tribute to Grady.

Incoming President's Remarks

Dr. Brian Landes of Dow Chemical begins his tenure as President of SPE (2019 – 2020). Dr. Landes delivered an inspiring talk that encouraged all SPE members to reflect upon why they joined the society and what they can do to ensure the society remains relevant and important in a changing world. His presentation included a summary of the SPE Strategic Plan that focuses on twin pillars of **knowledge** and **networking**. If SPE is to be vibrant for future generations of plastics professionals, it must make difficult decisions about resource allocation and member engagement. In keeping with the plastics zeitgeist, Landes ended his talk with a short video from The Alliance to End Plastic Waste, a global group that recently dedicated \$1.5bn to fight plastics pollution. SPE is uniquely positioned to contribute to this discussion because our strategic plan aligns with what is needed among the broader public audiences where scientific knowledge of polymer materials is lacking. This is the first step in a long journey, Landes concluded.

SPE Foundation

Foundation Director, Eve Vitale, presented a summary of her team's work over the past year. 21,371 students experienced the PlastiVan in 2018. \$88,250 was awarded in scholarships in 2018, with 33 recipients at 21 universities. A scholarship marketing campaign was established in 2018 to increase awareness of the available scholarships in an effort to increase the number of applicants. \$64,645 in grants were awarded in 2018, some at events that were not SPE-centric, thereby increasing awareness. "Giving Tuesday" (Tuesday after Black Friday) was a success, raising \$8,985 so that 1200 new students can experience the PlastiVan.

Strategic Commentary

ANTEC

The 2018 event, at the time of writing, was projected to achieve ~\$300k in profit for SPE. ANTEC 2020 will be in San Antonio, TX with Council starting on the 28th of March and the actual program lasting from March 30-April 2. CSE Farrey announced that ANTEC 2021 will be held in Denver, CO from March 22-25. The public announcement included discussion of the rationale for not co-locating with NPE. Both organizations, SPE and PLASTICS, have achieved a level of success with their respective events that co-location is no longer the optimal arrangement for either group.

SPE Services to Chapters

Sandra McClelland of the SPE Finance Committee presented findings from an in-depth review of SPE staff resource allocation and chapter support requirements. As summarized by CSE Farrey, HQ provides a vast array and quantity of services that consumes a significant portion of HQ staff time and resources. The current fee model (under which some Chapters pay for services and others don't) is inequitable and unsustainable. Everyone would be better served with a clearer understanding of the services provided and the cost structure. It was decided that a small task group would be assembled to review the issue and bring a recommended revised model forward for consideration. Complete details are available on Leadership Lane. 3

SPE Sales & Marketing

SPE Business Development Manager, Stephanie Clark, reported on the advertising revenue generated in 2018. In 2019, 79 exhibitors on the floor and 37 are brand new to ANTEC. The total revenue generated from this is \$249,000. There are also 6 sponsors generating \$75,000. In total, \$360,000 was raised against an aggressive budget of \$331,990. 26 chapters and organizations have supported student activities in 2018. In 2017, there were \$270,087 of advertising sales but since that time, the total has increased to \$556,600 in just 1.5 years.

Additional Reports

4 new student chapters have been chartered and approved by Council:

- • National Textile University
- • University of Oklahoma
- • Ontario Institute of Technology
- • UC Berkeley