



MEMBERSHIP/MARKETING COMMITTEE MEETING

3:30 pm

Tuesday, September 18, 2018

O'Hare Hilton Hotel

Chicago, Illinois

AGENDA

1. Call to Order and Roll Call
2. Approval of the Minutes of March 10, 2018, Meeting
3. Review Strategic Plan
4. Review of budget request submitted to board
5. Review Status of Strategic Plan and Committee Objectives
 - Mexico Initiative
 - Google Analytics
 - AD's
 - White Paper Initiative
6. Measuring Success: Review Web Traffic Website & Ecommerce
 - Phase 1 - Analytics Implementation
 - Phase 2 - Tracking URL's, Reports, Events, Conversions
7. News Release (Review and Approval)
8. Other Business
 - Advise committee of Co-Chair Bulk position opening for March 2019. (2-year position)
9. Next meeting of committee, March 30, 2019
10. Adjournment

Co-Chairs: Michael Shea, ABB Motors and Mechanical, Inc.
Chris Doyle, SEW-Eurodrive, Inc.

Vice-Chair: Kimberly MacLaren, CEMA



Conveyor Equipment Manufacturers Association

MINUTES OF THE CEMA ANNUAL MEETING MEMBERSHIP/MARKETING COMMITTEE MEETING

Naples Grande Beach Resort, Naples, Florida

Saturday, March 10, 2018

1. Call to order at 7:30 a.m. and Roll Call (Attached)
2. Approval of Minutes from September 19, 2017
 - a. Minutes were approved.
3. Co-Chairs reviewed with Committee the Strategic Road Map and Committee Objectives
 - a. Kick-off of CEMA Branding campaign
 - Technical White papers, six in total, initial release March 8, 2018 with the CEMA Safety Program, authored by Boyce Bonham, Hytrol Conveyor.
 - Co-Chairs have asked a team of members to assist in additional white papers written on sections of the Belt Book, Bucket Elevator Book, and the Unit Book at the upcoming CEMA Engineering Conference by our engineers that will be attending the conference.
4. Measuring Success
 - a. Advised committee that the Analytics Program has been implemented as of January 1, 2018.
 - b. Reviewed Analytics Report briefly, advised committee that we have benchmark data from November 2017 and comparing it with February 2018 it shows our data on a daily basis is flat. We will have more data as we move forward.
 - c. Our first white paper release and additional releases in the future will provide the committee with reports that will show us tracking, conversions, and sales.
 - d. Multi-year advertising campaign to expand awareness plan includes the following magazines, however, commitment of AD's at this time is only with DC Velocity and MHPN.
 - DC Velocity
 - MHPN
 - Pit & Quarry
 - Plant Engineering
 - Mexican Trade Magazines – TBD
5. News Release – Release was updated to include information on our safety program and technical information. Release was approved.
6. Election of Officers – Chris Doyle, SEW-Eurodrive was elected to Co-Chair for the Unit Handling side. Mike Mitchell was applauded and thanked for all of his work on the committee and for being a catalyst in kicking off the marketing campaign in his four years (2014-2018). Great job!

7. Membership - Strategic Road Map includes an increase of 25 new members by 2025.
 - a. The following three new members attended this meeting
 - Groschopp, Inc., Windsor Industrial, and Bonfiglioli
 - b. The following approved new member, pending start date
 - FMH Conveyors, LLC
 - c. The following three prospective members attended this meeting
 - Lenze Americas, DG Marshall Associates, COBRA America
 - d. Tiger Team – Mexico Initiative: Discussion was led in regards to our efforts to bring more awareness to CEMA’s presence in Mexico. One of our efforts was to invite CEMA member affiliates from Mexico that have never attended a CEMA Meeting and discuss with them their ideals for opportunities to attract more companies to become members from Mexico. We plan to hold an intimate Welcome Reception and enjoyed their company and input. Three members that had not attended a CEMA Meeting took advantage of offer, they were: ABB, OTI Rodillos, and Martin Engineering Mexico. Additionally, members that previously attended meetings joined us from FIMSA and OTI Rodillos.

8. Next Meeting of the Section – September 18, 2018, Hilton Chicago O’Hare Airport, Chicago, IL

9. Adjournment
 - a. Adjourned at 8:30 a.m.

Respectfully Submitted,

Kimberly MacLaren
Vice Chair/Secretary