

Publications & Promotions

The Best Practices noted on this page deal with the area of Publications

- A. Division Newsletters
- B. Division Websites
- C. Publications
- D. Other Promotional Materials

A. Division Newsletters

For many SPE members, one of the most visible, tangible benefits of Division membership is the periodic Division newsletter they receive.

- At least one Division generates fresh editorial content for its newsletter by requiring both (1) listees on its Division Consultants List and (2) its Board of Directors to author at least one article of interest each year, suitable for the newsletter and its audience. (Extrusion.)
- The relevancy of newsletters can be increased by including editorial content that is practical and focused (vs. simply theoretical). For example, the Extrusion Division runs a column called "Extrusion Hints" that offers simple practical ideas that are often overlooked in the hustle and bustle of daily production operations. The Thermoforming Division's Newsletter offers a practical column called "Forming Tips". (Extrusion, Thermoforming.)
- Many Divisions publish their ANTEC Best Papers, either in abstract or complete form, in the newsletter following ANTEC.
- One pair of Divisions--with members of common interests--is considering a joint promotional mailing of their newsletters to increase exposure and to cross-promote their joint sessions at ANTEC. (Medical + PD3; in discussion.)
- Several Divisions run book reviews, aimed at subject areas of highest interest to their membership. (PD3.)
- Divisions can reduce the mailing costs of newsletters to Europe by bulk-shipping mail-ready copies to SPE's Brussels office and reimbursing them for the lower, local (inter-country) postage.

On-line Newsletters

The Polymer Modifiers & Additives Division website (www.padspe.org) includes hotlinks to past PMAD newsletters.

E-mail Newsletters

Small Divisions may reduce the cost of distributing their newsletters by switching from mailings to an e-mail format. Moving in this direction, the Mid-Michigan Section currently publishes an e-mail version of its printed newsletter. Note that this holds the potential for reducing the number of printed/mailed newsletters, but not all Division members have e-mail...yet.

B. Division Websites

- Several Divisions have established web sites of varying size and complexity, providing additional information on the Division, industry links, and member surveys. (Extrusion; Polymer Analysis Division; Rotational Molding; Injection Molding; Automotive.)
- The Polymer Analysis Division has established a representative web site (www.padspe.org) that features a discussion group where members can post questions and locate resources, as well as hotlinks to past newsletters.

- Two Divisions are using the Internet to poll their members on issues in real-time and at exceptionally low cost. The method uses low-cost, commercially-available Internet-based survey software. (Injection Molding, Medical Plastics.)
- At least one Division funds a paid Webmaster to speed updates and maintenance of its site. (Extrusion.)

C. Publications

Several Divisions have been encouraged by their members to provide additional technical information on a regular basis.

- The Journal of Vinyl and Additive Technology was initiated by the Vinyl Division in 1979. The Polymer Modifiers & Additives Division, established in 1983 in part due to its importance to the PVC industry, now co-sponsors JVAT on an equal basis.
- The Journal of Applied Medical Products was initiated by the Medical Plastics Division in 1993 with the cooperation of Canon Publishing.
- The Journal of Injection Molding Technology, which was initiated by the Injection Molding Division, serves similar needs.

D. Other Promotional Materials

- One Division offers a well-produced brochure, titled "Member Services", a what-do-we-offer-you promotion piece that is distributed to both potential new members and existing members. (Extrusion.)
- The Marketing & Management Division changed its name in 1992, mainly to extend its reach into the non-technical plastics community and to expand the Division's programming options. Along with the name change came the abbreviation "M&M", which eventually led it to use the well-known M&M candies as a give-away that brings attention to the Division as an option for belonging to more just a technical SPE Division. They've employed an out-of-context name association to bring visibility to a broader audience...while appealing to everyone's candy cravings.

For further information about this example and how your SPE Division or Section can adapt this Best Practice, contact Tricia McKnight