March 11, 2020 Meeting

The March 11, 2020 Waterloo Technical Society (WTS) meeting was called to order by President Stevenson at 7:35 pm. President Stevenson welcomed visitors and noted that this was the sixth meeting of the 106th year of the Society.

A total of 31 members and guests attended.

Treasurer's Report. Ken Friend reported a beginning balance of $677.47. With $80.00 income from paid memberships and expenses of $20 for the February speaker 's meal leaves a new balance of $737.47. Treasurer Friend's report stated a total of 6 honorary (removed Verlyn Knief and Glenn Bishop due to death) and 43 paid members yielding a membership roster of 49 members.

Introduction of Officers. Officers for the 2019-2020 year (year 106) were introduced:

President:	Jim Stevenson
Co-Vice Presidents:	Jerry Mohling and Steve Crouse
Treasurer:	Kenneth Friend and Paul Anderson
Dinner Reservations:	Derek Eagles and Steve Lang
Secretary:	James Stevenson
Publicity/Recognition:	Vacant
Auditing:	Bill Mitchell and Jim Garrett
Nominating Committee:	Ralph Marrero
Web Site:	Tim Schoenfelder

Old Business. The topics for this year were reviewed. The dates, speaker and topics for the 106th WTS are:

September 11, 2019, Communication Technology, Hillary Menken, Talk to Me Technologies
October 9, 2019. Photojournalism Drones. Daniel Hampe, KWWL.
November 13, 2019. Infrared Thermopile Sensor Arrays. Dr. Jeffrey Nie, UNI.
January 8, 2020. Education Technology, Schindler Tour. Dr. Leigh Zeitz, UNI.
February 12, 2020. University Avenue Reconstruction. Michelle Sweeney, AECOM.
March 11, 2020. Digital Marketing and Web Development. Shane Klein, SpinUTech.
April 8, 2020. Electric Bicycles. Brent Johnson, BikeTech.
May 13, 2020. Hearing Devices. John Sperry, Wolfe Clinic.

New Business. **FIRST Iowa Regional VIP Brunch Invitation** from Larry Prohaska

The FIRST Iowa Regional Planning Committee invites you to attend our VIP brunch Friday March 27, 2020. This is to celebrate the accomplishments and excitement generated by 63 teams of high school students from 7 states and Japan. Starting in January, these teams worked with adult mentors to design, build, program and test their robot for this year's game - INFINITE RECHARGE.

Agenda

Continental Breakfast: 8:15-9:15
View Opening Ceremony & Matches: 8:30-9:15
Program: 9:15-9:45
Keynote Speaker: Jahmy Hindman - Global Director Tractor Platform Engineering, John Deere

FIRST Alumnus Speaker: Zeke Seuser - FRC Team 6630
Tour: FRC team student led tours available following program

Location:

McLeod Center - Alumni Suite
University of Northern Iowa
Panther Parkway, North of 27th Street
Cedar Falls, Iowa

Details:

Please see attached pdf with additional details.
Please accept or decline with a reply to: iowafrcvip@gmail.com
Event information available at: http://iafirst.org/iowa-frc/

IEEE ProCon Announcement from Meredith Godar, IEEE Cedar Rapids Section Secretary
The Cedar Rapids IEEE Section will have their annual ProCon professional development conference on Tuesday, April 21st at the Cedar Rapids Marriott. They believe it will be of interest to the members of the Waterloo Technical Society. A more information is circulating with the sign up sheet. You can find more information and register at cr-ieee-procon.org.

Guest Speaker. **Shane Klein,** has been a Project Manager at SpinUTech for over 7 years, primarily managing new website designs and updates, but also helping manage and edit videos alongside the social media team. Shane has previous experience in both video and web at Mudd Advertising from 2004 to 2012 when he was involved in Scriptwriting, Client Services, Interactive Media, and Project Coordination. He received a BA in Marketing with a focus on Sales in Advertising from the University of Northern Iowa in 2004. Shane also helps with marketing and Wordpress sites for his family's flooring, cabinet, and storage businesses and is the author of a blog about connecting with his family. He enjoys being active outdoors and music of all types.

SpinUTech has offices in Cedar Falls, DesMoines and Chicago. There are four to five of the 80 employees engaged in Digital Marketing. SpinUTech is one of the approximately three percent of Google markets that have Premier Partner status. More than 70 clients including HyVee, Pella, John Deere Dealers use SpinUTech to build their digital marketing presence. Customer retention is high with only four percent turnover each year. At the beginning the SpinUTech customers grew through referrals from other customers. Today, SpinUTech markets their services. Costs vary by account with the simplest sites developed for $6,000 to $80,000 for larger sites.

Web Development is built on the Funnel Model. At the top of the funnel are the many visitors to the site that are now AWARE of the product or service. Some leave, but others stay and seek information in the CONSIDERATION phase. These viewers will not all purchase and leave the site. Those who do find what they want and feel the product or service is appropriate for their needs enter the PURCHASE phase where they select the product or service and make arrangement for payment.

The marketing site is a converter of contact to customer. Information is gathered behind the page on visitor location, time spent viewing, clicks on icons, searches and key words used in the search. Other analysis is done on these data. Taxonomy, analysis of key words and those subordinate to it, is performed in order to revise the site to have links to frequently searched words. Mapping, tracking mouse movements, identifies how clearly the

icons represent what the viewer wants. If an icon is clicked then a word search is conducted indicates that the icon does not take the viewer to information wanted. Finally, competitor sites are viewed by paid viewers to identify areas for improvement.

Customer experiences are enhanced by having a Client Maintenance Site. The client can access calendars, blogs, testimonials, staff directories, store locations, directions to those locations, Frequently Asked Questions (FAQ), career opportunities, open positions and email automation (changes and deletions).

After the viewer leaves the site additional analysis is performed to guide changes. Content and how it is displayed are changed based on data. Search engine queries suggest changes when the taxonomy is examined. Redirects to and from other sites are examined. SpinUTech customers ask for certain metrics to be set up to speed sales and draw visitors. The metric change over time is tracked and analyzed. Google helps provide a post-launch quarterly report so that trends can be identified and responded to. Google Analytics provides information on visitor activities, percent actually purchasing, etc. and also enables trend analysis over time. To ensure security and uptime, AMAZON servers are used to host the SpinUTech customer web sites.

Digital marketing is all about driving people to be viewers of the web site. This is done through several activities. Paid search entails buying the rights to selected search words. Every time this word is use, the site owner receives a payment. Display advertising on other sites draws viewers. Placing ads on social media and paying for advertising on non-friend sites helps draw viewers. Additionally, using social media like YouTube, native article ads (look like part of the article), dynamic remarketing which follows the viewer throughout the session bring viewers.

Google is constantly changing the search algorithms. By changing the identities of the site, SpinUTech can draw more viewers. Marketing optimization is done by identifying the demographics of purchasers and those viewers who did not purchase. Online review sites like YELP, CLASS DOOR, etc. provide feedback that needs to be responded to quickly to ensure greater satisfaction and positive image to those reading the reviewer's words.

Three examples of customer sites were shown to give the WTS audience an idea of how these principles are deployed. The interested reader should visit https://www.spinutech.com/.

Meeting adjourned at 8:45 pm.

Next Meeting. The next meeting will be April 8, 2020. Brent Johnson will address the topic of Electric Bicycles.

Respectfully submitted,

James R. Stevenson, President and Secretary