Brad Olson, Service Members Executive Committee Chair, presiding.

ATTENDEES

Brad Olson, Chair Two Rivers Marketing
Mike Barr QDI Strategies Inc
Rich Christman Caresoft LLC
Ken Cook Ken Cook Co
Pete Fogarty Vintage Parts Inc
Steve Meyer Almon Inc
Noah Oken-Berg Pop Art
Ron Piccolo SmartEquip Inc
Tricia Stuart Terralingua
Sam Wyant Ritchie Bros Auctioneers
Jennifer Richter AEM Staff Liaison
Nicole Hallada AEM Staff
Dennis Slater AEM Staff
Helen Horner AEM Staff
Al Cevero AEM Staff

ABSENT & EXCUSED

Kris Flitcroft, Vice Chair AC Business Media
Scott Hoselton ACS
David Woods Magellan Executive Partners
Paul Radcliff Rev B, Inc.

Service Members Executive Committee Chair, Brad Olson, called the meeting to order at 3:02 p.m. EST. He welcomed committee members and staff to the third meeting of the 2019 Service Members Executive Committee. The meeting was held in person at the Conrad Indianapolis. Attendance was taken by roll call.

Brad Olson reviewed meeting objectives, which included:

- Discuss opportunities to increase Service Member exposure to AEM membership.
- Review Service Member representation on committees and task forces.
- Provide an update on progress made by the Exposure Task Force.
- Highlight the Annual Meeting, the I Make America Fly-in, and other business brought forth by the committee.

Approved draft minutes of the June 7 Service Members Executive Committee meeting. Motion made, seconded and approved.
The Service Members Executive Committee discussed and took action on the following matters:

1. The group agreed there is an opportunity to demonstrate Service Member expertise by publishing content for AEM’s OEM members.
   - The committee brainstormed content themes and topics for 2019/2020. They agreed on the theme “Through the eyes of your emerging, growing base of younger, more sophisticated customers.”
   - This theme will touch on:
     i. How the next generation of buyers is consuming information differently.
     ii. Preparing for the age of immersive media (ie. digital twins).
     iii. Providing topics complimentary to the 2018 McKinsey buyer study.

   *Action item: Jennifer Richter to send a recap of the 2019/2020 content theme and suggested topics. The group will finalize topics before the November meeting.*

   - Content will take the format of articles and videos, hosted on AEM.org, and promoted out to AEM members over the course of 2019 and 2020.

   *Action Item: Jennifer Richter to account for content production costs in 2020 budget. Budget for 3 videos and at least 3 articles.*

   - Committee should seek out other Service Members, who aren’t on the Service Members Executive Committee, to contribute to content. This outreach will grow awareness and engagement with other Service Members.

2. Reviewed member directory enhancements and discussed strategy going forward.
   - Committee was satisfied with proposed solution to combine member and product directories on AEM.org.
   - The committee did not recommend publishing a printed directory that is mailed to OEM members.

   *Action Item: Jennifer Richter to provide Service Members Executive Committee with information on how company information is published on the directory and a process for updating that information.*

3. Reviewed service member representation on committees.
   - Sam Wyant expressed that he would be a good fit for Market Intelligence and Statistics Leadership committees.
   - AEM is putting a more formal process, including deadlines, in place for the staff to follow when managing volunteer inquiries. This revised process must be approved by the Nominating committee.
   - AEM encourages the Exposure Task Force to continue to solicit Service Members to volunteer, even while the process is being finalized.
   - Rich Christman recommended updating volunteer page verbiage to ask members to “self-nominate” or “lend their expertise” rather than to “volunteer.”
Action Item: Jennifer Richter to ensure volunteer page is updated with verbiage recommendations.

4. Mike Barr updated the committee on Exposure Task Force progress.
   - Mike Barr shared an example of volunteer form filled out from a Service Member point-of-view.
   - Mike Barr recommended that volunteer inquiry deadlines be established and communicated, to set correct expectations around timing.
   - Rich Christman recommended re-positioning committee openings as a scarce resource, as a means of generating demand among membership.
   - Goal is to grow Service Member representation on all board-level committees.

   Action Item: Jennifer Richter to reach out staff liaisons to ensure all board-level committees are considering at least one Service Member for their 2020 make-up (with the exception of committees for which a Service Member would not be relevant, such as the Component Members Executive Committee).

5. Reviewed other business, including:
   - Networking opportunities at the 2019 Annual Meeting:
     i. Service Members will be able to choose who they can sit with at both the opening and closing-night dinner.
     ii. The PAC after-party, which is included in the PAC ticket, will provide another networking opportunity.
     iii. Service Members can organize golf teams, assuming all participants are willing to be on the team.

     Action: Jennifer Richter to send an email to all Service Members, encouraging them to attend the Annual Meeting, highlighting the benefits specific to their member-type, and including networking tips for the event.

   - Helen Horner provided an overview of the Diversity & Inclusion Scholarship, which encourages more women, ethnicities, and younger leaders to attend the Annual Meeting.
     i. Application deadline is September 1. More information and an application can be found here.
     ii. Service Members were encouraged to recommend rising leaders within their customer’s organizations.
     iii. Winners will be assigned mentors to guide them through the meeting experience.

   - I Make America Fly-in:
     o 30 to 40 OEMs are registered to attended, including 3 Service Members. AEM encouraged more Service Members to attend.
     o Pete Fogarty endorsed the event, saying it is eye-opening to see how members of congress react to these important conversations.
     o 2019 topics include trade and tariffs, workforce development, and infrastructure.
• Steve Meyer would like to re-start the Customer Support group.
  o 18 OEMs committed to participate. Mike Barr is also interested in participating.
  o The group’s objective is to create an industry forum in which to discuss Customer Support topics and issues.
  o AEM’s senior team will discuss the reformation of this group as it relates to AEM’s strategic plan.

  *Action: Steve Meyer to send Jennifer Richter and Nicole Hallada the list of 18 OEM members interested in participating.*

6. The next Service Members Executive Committee meeting will take place at the Annual Meeting, in Marco Island, Florida, November 18 – 20, 2019.

  *Action Item: Jennifer Richter to send out agenda and travel details for the next meeting.*

7. Motion to adjourn was approved at 4:49 p.m. Motion made, seconded and approved.

Respectfully submitted,

Jennifer Richter
AEM Staff Liaison