ASSOCIATION OF EQUIPMENT MANUFACTURERS

MINUTES

Service Members Executive Committee Meeting

February 19, 2020

Kris Flitcroft, Service Members Executive Committee Chair, presiding.

COMMITTEE ATTENDEES

Kris Flitcroft, Chair
Ron Piccolo, Vice Chair
Josh Bardwell
Dale Beyer
Ken Cook
Michael Kremer
Steve Meyer
Noah Oken-Berg
Brad Olson
Trevor Stansbury
Kristie Stern
Andy Wilhelm
Sam Wyant
Jennifer Richter
Nicole Hallada
Dennis Slater
AC Business Media
SmartEquip Inc
Vintage Parts Inc
ASTOUND Group
Ken Cook Co
AgriSync
Almon Inc
Pop Art
Two Rivers Marketing
Supply Dynamics
Green Mountain Lion Corp
Randall-Reilly
Ritchie Bros Auctioneers
AEM Staff Liaison
AEM Staff Liaison
AEM Staff

ABSENT & EXCUSED

Mike Barr
Rich Christman
Tricia Stuart
QDI Strategies Inc
Caresoft LLC
Terralingua

Service Members Executive Committee Chair, Kris Flitcroft, called the meeting to order at 1:00 p.m. CST. She welcomed committee members and AEM staff to the first meeting of the 2020 Service Members Executive Committee. The meeting was held via tele-conference. Attendance was taken as each committee member introduced themselves and provided a brief overview of their business.

Kris asked the committee to approve draft minutes from the November 19th Service Members Executive Committee meeting. Motion made, seconded and approved.

The Chair reviewed meeting objectives, which included:

- Review and discuss the group’s 2020 focus.
Committee members to bring forth other business impacting Service Members.

The Service Members Executive Committee discussed and took action on the following matters:

1. Reviewed 2019/2020 content plan to highlight Service Member expertise.
   a. Topic #1 - Talent Development Tips: How to Attract, Train and Retain Your Best Employees - had very high average time-spent viewing the article.
   b. Topic #2 - Dollars and Sense: How to Develop the Perfect Event Marketing Plan - is gaining popularity on LinkedIn.
   c. Topic #3 - How Immersive Technology is Transforming Equipment Maintenance and Repair - is scheduled for April 2020.
   d. Jennifer Richter reviewed the process for contributing to the planned content. She asked that committee members notify her if they have the expertise to contribute to one of the upcoming topics:
      i. Topic #3 – How Immersive Technology is Transforming Equipment Maintenance and Repair
      ii. Topic #4 – Manufacturing in the Era of Customization
      iii. Topic #5 – Leveraging Digital Asset Management to Increase Efficiency and Productivity
      iv. Topic #6 – Technical Documentation and the Evolution of How Information is Consumed
   e. Trevor Stansbury identified himself as a source for Topic #5.

2. Reviewed additional opportunities to contribute to AEM Industry Advisor content.
   a. Submit news releases picked up by trade media to Jennifer Richter (jrichter@aem.org). These must be articles from industry publications.
   b. Become a guest writer, creating original content for AEM. Topics must be editorially unbiased and be focused on advancing industry knowledge around a specific topic. Send topics to Jennifer Richter (jrichter@aem.org). She will share topics with AEM editorial staff to evaluate.
   c. Document Service Members’ areas of expertise, providing AEM editorial staff with a list of sources to reference when creating content.

      Action Item: Jennifer Richter will reach out to committee members to capture areas of expertise. She’ll work with AEM staff to define a process to capture this information from all Service Members.

3. Reviewed efforts to encourage more Service Member engagement with AEM.

      Action Item: Jennifer Richter to send the resource page link to committee members for their review and feedback.

      Action Item: Jennifer Richter to work with AEM staff to communicate this resource out to all AEM Service Members.

   b. The Service Members Executive Committee will serve in an advisory role for improving new Service Member onboarding.
Action Item: Jennifer Richter to coordinate feedback between Service Members Executive Committee and AEM staff regarding new Service Member onboarding.

c. Committee was reminded that committee liaisons will continue to advocate for Service Members to be considered for board-level committees.

4. Notified the committee of plans to include updates from CE Sector Board, Ag Sector Board, and AEM Board of Directors, in meetings going forward. This is intended to give Service Members greater insights into issues and initiatives prioritized by AEM leadership boards.

Action Item: At the next committee meeting, Brad Olson to provide brief summary of key topics discussed at the March AEM Board of Directors meeting. Likewise, Jennifer, or a guest AEM staffer, to provide CE Sector Board and Ag Sector Board updates.

5. Notified the committee that the 2020 Annual Conference management staff were advised to include Service Members in their planning process.

6. Opened the floor for other business to discuss.
   a. Brad Olson updated the group on the AEM Manufacturing Express program. A tour bus will be crossing the Midwest, engaging members of our industry on issues that matter to our industry. The tour will run from July through October, with stops at both the Democratic National Convention and the Republican National Convention.
   b. Ken Cook inquired about the status of the AEM Member Directory. Improvements were made to the directory in 2019. AEM will continue to make improvements to the directory as new enhancements are identified and evaluated.
   c. Noah Oken-Berg stressed the importance of sharing AEM Industry Advisor content on LinkedIn.
   d. Noah Oken-Berg invited the committee to visit the Workforce Solutions Area at CONEXPO-CON/AGG, located in the Festival Lot.
   e. Noah Oken-Berg notified the group of the Workforce Solutions Summit, to take place in Milwaukee on October 15th and 16th.

The next Service Members Executive Committee meeting will take place via tele-conference on Monday, May 11, 2020, at 1 pm CST.

Motion to adjourn was approved at 1:40 p.m. Motion made, seconded and approved.

Respectfully submitted,

Jennifer Richter
AEM Staff Liaison