AEM Services Member Executive Committee 2019 (Meeting #1)

Wednesday, March 27, 2019

Attendees – Committee Members
Brad Olson (Chair) Two Rivers Marketing
Kris Flitcroft (Vice) AC Business Media
Tricia Stuart Terralingua
David Wood Magellan
Paul Radcliff Rev B
Michael Barr QDI Strategies
Ken Cook Ken Cook Company
Ron Piccolo SmartEquip
Pete Fogarty Vintage Parts
Rich Christman Caresoft Global
Steve Meyer Almon Inc
Noah Oken-Berg Pop-Art

Attendees – Staff
Rich Prausa AEM
Dennis Slater AEM
Paul Malek AEM

Absent & Excused
Scott Hoselton ACS
Sam Wyatt Ritchie Bros

Meeting Agenda

I. Call to Order and Roll Call – Brad Olson, Chair called the meeting to order at 9:30 am

II. Objective 1: Increase Services’ Exposure to other Member Categories
   A. Brad Olson - Delivers overview of value proposition documents. Asks for feedback
      1. David Wood - Recommends encompassing term for inclusion of all service members
      2. Rich Christman - Incorporate “Strategy” and “Talent Development” as additional icons in the infographic
      3. Tricia Stuart - Incorporate “Strategy” and “Talent Development” as additional icons in the infographic
      4. Rich Christman- Change "OEM" to "AEM Members" in the headline of the infographic
   B. Rich Prausa – Proposes plan for Infographic Document & Service Member list to be included in Product Safety & Compliance & Product Liability Seminar registration packet. This is the first AEM member event for exposure to service member value proposition
1. Ken Cook- Chair of Product Safety & Compliance Seminar Planning Committee, will take opportunity to bring more awareness of value proposition inserts.

C. Rich P., Brad, and Mike Barr to coordinate a meeting in coming weeks with the exposure task force to discuss upcoming opportunities. Brad will send a few meeting options to consider.

D. Ken Cook & Directory Task Force ask Rich P. and AEM staff to set up meeting to discuss limitations and opportunities with the member directory to determine if we can prioritize any of the suggested improvements and just get a better understanding on what we can and can't do.

III. Objective 2: Ensure Services’ Representation on Boards and Committees
   a. Rich P – conveys the best practices for engagement on AEM committee and how that leads to service members participating on sector and AEM BOD seats.
      1. Committee Chair and members equally encourage participation in any committee that will have them
      2. Brad and service member committee request that Rich P/AEM coordinate a call with Brad and Component Executive Committee Chair to clarify and discuss board seat for our respective member groups and to better understand the new AEM by-laws as it relates to board participation and make-up

IV. Other Business
   a. Rich asked that Committee members review the Thinking Forward Events schedule and consider attending as it is the best way to engage OEMs.
      1. Rich P – asked that committee members share their thoughts on the events and asked that they email their thoughts for better cataloguing of comments.

V. Next Meeting – is tentatively set for early June.

VI. Adjournment – Brad Olson, adjourns the meeting at 10:50 am