ASSOCIATION OF EQUIPMENT MANUFACTURERS

MINUTES

Service Members Executive Committee Meeting

November 18, 2019

Brad Olson, Service Members Executive Committee Chair, presiding.

COMMITTEE ATTENDEES

Brad Olson, Chair Two Rivers Marketing
Kris Flitcroft, Vice Chair AC Business Media
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
Paul Radcliff Rev B, Inc.
Tricia Stuart Terralingua
Sam Wyant Ritchie Bros Auctioneers
Jennifer Richter AEM Staff Liaison
Nicole Hallada AEM Staff

ABSENT & EXCUSED

Scott Hoselton ACS
David Woods Magellan Executive Partners

Service Members Executive Committee Chair, Brad Olson, called the meeting to order at 2:00 p.m. EST. He welcomed committee members, AEM Service Members, and staff to the fourth meeting of the 2019 Service Members Executive Committee. The meeting was held in person at the JW Marriott Marco Island Beach Resort. Attendance was taken by sign-up sheet.

Brad Olson reviewed meeting objectives, which included:
- Review committee’s 2019 accomplishments
- Discuss 2020 goals
- Preview the proposed 2020 committee roster and term limits
- Attendees to bring forth other business impacting Service Members

Brad asked the committee to approve draft minutes from the August 5th Service Members Executive Committee meeting. Motion made, seconded and approved.
The Service Members Executive Committee discussed and took action on the following matters:

1. Reviewed 2019 efforts to increase Service Member visibility among other AEM members.
   a. Committee unified around a Service Member value proposition.
   b. Committee drove member directory enhancements.
   c. Created 2019/2020 content plan to highlight Service Member expertise in Industry Advisor newsletter. Feedback from committee review:
      i. The group would like to test proposed topics with AEM's OEM members to ensure relevancy and value.
      ii. Topic #2, “Event Marketing to the Next Generation of Buyers,” should take place in December.
      iii. Rich Christmas identified Caresoft as a thought leader for Topic #5, “Leveraging Digital Asset Management to Increase Efficiency and Productivity.”
      iv. Tricia Stuart recommended an additional topic focused on reaching international buyers.
      v. A member recommended that we include Service Member call-outs at the end of each article.
      vi. Noah Oken-Berg recommended that Service Members put more effort around liking and sharing this content.

   Action Item: Jennifer Richter to share committee feedback with AEM's editorial team.

2. Reviewed 2019 efforts to increase Service Member engagement with AEM.
   a. Group drove AEM volunteer process improvements and influenced more board-level committees to have Service Member participants.
   b. Committee member Mike Barr stressed the importance of participating in AEM committees to demonstrate expertise.

3. Previewed proposed 2020 committee member roster and term limits.
   a. Kris Flitcroft will be the 2020 Chair.
   b. Ron Piccolo was elected by the committee to be the 2020 Vice Chair.
   c. Brad Olson will be representing Service Members as a member of the 2020 AEM Board of Directors.
   d. Six new members from the following companies will be joining the committee in 2020:
      i. AgriSync
      ii. ASTOUND Group
      iii. AT&T Mobility Services and IoT Solutions
      iv. Green Mountain Lion Corp
      v. Randall-Reilly
      vi. Supply Dynamics
   e. Term limits recommended for each current member.

4. Discussed 2020 goals and deliverables for Service Members Executive Committee (discussion led by 2020 Chair, Kris Flitcroft).
   a. Goal #1: Demonstrate Service Member expertise using content developed for AEM Member audiences.
   b. Goal #2: Grow Service Member representation on AEM board-level committees.
c. Opened the floor for participants to recommended other goals and initiatives for 2020. Suggestions included:
   i. Establish a Service Elite Member status to market AEM Service Members. This will motivate members to get more engaged with AEM.
   ii. Improve Service Member’s visibility at the 2020 Annual Conference.
   iii. Create an online resource for Service Members to obtain the following materials:
        1. 2019/2020 content plan.
        2. Talking points for Service Members to use when conversing with OEM members, to emphasize the value our group brings to AEM.
        3. Past meeting minutes.
   iv. Service Members can demonstrate their expertise by publishing case studies in the Industry Advisor, highlighting learnings from working with other industries. This could extend to webinars with expert panels and adjacent content.
   v. Hold webinars or conference calls for AEM members to discuss Service Member articles after they’ve been published.
   vi. Service Members to hold a forum around a specific topic, either in-person or digital, to serve OEM members. They’d like to do something more organic than the sponsored lunches they’ve done in the past. Consider moving toward more of a Q&A approach.
   vii. Use the 2020 Annual Conference for Service Members and other groups to talk about their challenges and learn from each other. They’d like something at Annual for other members to talk about issues that Service Members can potentially help solve. (The group was reminded that Brad Olson’s role on the AEM Board of Directors includes sharing industry challenges and issues driving the Board.)

   Action Item: 2020 Service Members Executive Committee agendas should include a report back from the Board of Directors by Brad Olson.

viii. The committee should invite other member types to their 2020 meetings.

   ix. Establish a more effective onboarding process for new Service Member companies and their representatives joining AEM.

   Action Item: Jennifer Richter to work with AEM Membership Team to understand our current onboarding process so we can identify how the Service Member Executive Committee can better support the process.

   Action Item: Jennifer Richter to work with Kris Flitcroft, Chair, to prioritize and finalize proposed goals and initiatives for 2020. The two are scheduled to meet in early January 2020.

5. Opened the floor for other business to discuss.
   a. Noah Oken-Berg reminded Service Members that AEM’s Thinking Forward events focus on the intersection of manufacturing and service and encouraged more Service Members to attend.
   i. On the topic of Thinking Forward, one Service Member questioned whether AEM is reaching out to the right people to attend each topic.
b. Pete Fogarty brought up an opportunity to educate NEVs on how to best interact with OEMs at shows. We should resurrect the content published before CONEXPO-CON/AGG 2017 that hit on this topic and share it with AEM’s Service Members, Component Members, and others registered as a NEV. We could also turn to Pete Fogarty to write a new article on best practices for NEVs to follow.

Action Item: Jennifer Richter to propose this topic to Show Management, Show Sales, and Editorial teams.


The next Service Members Executive Committee meeting will take place via tele-conference on Wednesday, February 19, 2020.

Action Item: Jennifer Richter to send meeting requests to hold the date for all 2020 meetings. The agenda for the February 19 meeting will be sent in January.

Motion to adjourn was approved at 3:16 p.m. Motion made, seconded and approved.

Respectfully submitted,

Jennifer Richter
AEM Staff Liaison