II. Welcome:
AEM Director Agriculture Product Management Anita Sennett welcomed the group.

II. Leadership Group

A. Role/Objectives:
Anita provided an overview of the vision for the new AEM Leadership groups: To provide an opportunity for leaders within companies manufacturing a specific product or product category to come together and take a holistic view at all related issues/aspects. Through this group, company leaders can share information, identify areas of concern, determine a means by which to address them and provide coordinated direction of AEM staff, committees and service areas to do so.

She noted that the technical team had been working on IoH and related issues for several years and that because some of the areas of need identified fell beyond the scope of standards and technical, the project is a perfect fit for a leadership group. The group can continue the good work begun by tech, supporting the ongoing standards work and coordinating the legislative/regulatory and educational and promotional aspects.

B. Structure:
Anita went on to explain that other AEM committees, like technical committees, will report up to this leadership group on their related activities. This group will be part of the funding request process for any related initiatives going up to the
AEM Board. Their role would be to either deny or approve. If approved, they will provide support at the Ag Sector Board level.

It was noted that Matt Daley has agreed to act as Chair of the group, with an initial two year term.

It was agreed that meetings will be held once or twice a year, only if needed, and in conjunction with other industry events. Conference calls may be held as required.

III. **Roadways Issues/History:**

AEM Vice President Government & Industry Relations Nick Yaksich provided history on the Wisconsin IoH issue, the initial AEM/FEMA/AMC initiative and activities to date. He noted the tech team’s involvement in meetings across Wisconsin representing the equipment manufacturer’s perspective as the issue developed. He also stated that when the legislation finally passed, some of the size and weight restrictions had actually been increased.

Nick noted that the permitting aspect has not really taken effect yet, but that we can expect this side of the issue to be resurrected. The suggested permitting would be incredibly burdensome for farmers, in some instances requiring more than a hundred permits in a season.

With regard to the plan implemented by the tech group, Nick noted that a lobbyist had been hired for Wisconsin IoH who had done a good job and whose contract was now complete. He added that a third party, Mike Senneff, had been hired to undertake the standards development work proposed by the tech team. That work is well underway. The regulatory and legislative components and educational/PR elements have not yet been started. Nick said that we are monitoring other states with regard to potential implementation of legislation similar to that of Wisconsin.

IV. **Future Direction:**

**A. Standards**

It was asked exactly where we are at on the standards development work, and whether items like safety chains, couplings, hitch pins, lights are being addressed. AEM Sr. Director Tech & Safety Services Mike Pankonin noted that a gap analysis is underway to identify the areas requiring definition.

The group agreed that they would like to see a detailed status report prior to the next meeting. It was also mentioned that it would be good to learn more on the standards process, from AEM to ASABE to ISO.
ACTION ITEM: Anita to work with Mike P./Mike Senneff on providing to the group a detailed standards development status report prior to the next meeting, as well as a recap of the process.

The question was posed as to whether the standards development work is taking into consideration European standards, regulations, ISO work, etc. Mike Pankonin noted that it is and that the Mother Directive is also being reviewed. There was discussion as to whether it was feasible to harmonize given the differences in equipment, roadways, farming practices, etc. The thought is that while it may not be possible to harmonize, we will maintain awareness of developments in Europe to harmonize when/if possible and to address any potential issues that could impact us negatively.

It was asked whether we are working on U.S. or North American standards – should a Canadian group be included in this process? It was confirmed that we are working on North America.

ACTION ITEM: AEM staff to confirm whether Canadian group continues to be part of the standards development process.

B. Education/Promotion:

Nick Yaksich proposed moving forward with the education/promotion piece by making contact and organizing educational meetings/events with –

- Farm Bureau
- State Highways through American Association of State Highway Transportation Officials (AASHTO)
- Dealerships – possibly through North American Equipment Dealers Association (NAEDA)

It was further proposed that we could possibly work towards developing promotional collateral or training/safety manuals together with one of those organizations for distribution through Farm Bureau or NAEDA.

The group agreed with these proposals.

ACTION ITEM: Nick Yaksich to make contact and arrange for meetings with Farm Bureau, AASHTO and possibly NAEDA.

V. Next Meeting:

At the time of the meeting, the next face-to-face meeting date was yet to be determined. Subsequently it has been decided to hold it in conjunction with the Annual Conference in Miami, from 4-5pm on Monday, November 2.

There being no further business, the meeting was adjourned.
Respectfully submitted,
Anita Sennett
7/24/15