DEAR AEM MEMBERS,

It’s been my privilege to serve as your AEM Chair in 2019, and I appreciated the opportunity to work with you as we supported the industry through AEM activities and initiatives. Together, we accomplished a lot and helped carry out the Association’s long-term vision for the future.

2019 was an incredibly exciting year for AEM, as it marked the Association’s 125th anniversary. Some highlights include:

**Advocacy:** Our government relations efforts, both in Washington and in state capitals, should be applauded, and we also continue to raise the profile of our industry through the successes of *I Make America*, *Infrastructure Vision 2050* and the AEMPAC.

**Exhibitions:** 2019 was a record-setting year for AEM-owned trade shows and events, as World of Asphalt, ICUEE and CONEXPO Latin America all were tremendously successful events. In addition, 2019 saw AEM become an official show partner for Commodity Classic.

**Membership:** After reaching the 1,000-member milestone in 2018, AEM’s membership continues to grow. In addition, the Association continues to do an outstanding job in increasing awareness of AEM services and opportunities. The future of the Association and our industry has never looked brighter.

**Statistics:** Our statistics offerings were enhanced through our service provider HAI. We are preparing for the future by agreeing to use telematic data as appropriate, and we further developed the Machinery Outlook and Economic Outlook resources to ensure AEM continues to provide members with comprehensive stats and market information going forward.

**Strategic Plan 2020-2022:** AEM developed a comprehensive Strategic Plan, which we will use to guide our activities and overall direction over the next three years.

In summary, I want to sincerely thank the Association staff, board members, committee participants and other AEM representatives for their achievements and efforts in serving our members and the equipment manufacturing industry this year. I greatly appreciate all of your support during my time as AEM Chair.

Sincerely,

John Lagemann
2019 AEM Chair
Senior VP, Ag & Turf Sales & Marketing, John Deere
As we look to 2020 and beyond, we are committed to executing a newly approved AEM Strategic Plan that will work at achieving several outcome-based goals to help shape Association successes in the coming years. These goals are:

- Building a positive perception of our industry
- Accelerating industry growth
- Supporting and empowering member company decision-making
- Facilitating members’ customer-facing efforts

Ultimately, these goals will provide AEM with a uniquely valuable opportunity to be more aspirational in making a positive difference for the Association, the industry and the public.

However, AEM’s ability to achieve its goals will come down to how successful we are at being a voice for our industry, how well we spread the message of the equipment manufacturing industry’s role in making the equipment that builds our cities and feeds our world, and how effectively we communicate manufacturing’s contributions to the overall economic well-being of our country.

Our success as an organization has always come as a result of asking what’s next. And while getting to where we want to go as an organization never comes by taking the easy route, doing so allows us to accomplish great things together.

So as we turn our sights to the future with optimism for our industry, AEM will continue to use its strong voice to advocate on behalf of our members and the equipment manufacturing industry. In addition, AEM will continue to exercise our leadership role in the industry to act as a unifying force on issues important to all of us.

Also, on behalf of AEM, I want to thank our 2019 Chair John Lagemann for his leadership in helping us achieve great things over the course of the year. I also want to thank AEM’s Board of Directors, our talented and driven staff, member company volunteers and the support of our entire membership who have helped us accomplish our goals, set our sights on 2020 and positioned us for a bright future.

Thank you for your support.

Sincerely,

Dennis Slater
AEM President
AEM’s robust history began 125 years ago from a unique vantage point—its industry segments came together to create a powerful voice as advocates for the off-road equipment manufacturing industry.
Throughout its long and accomplished history, AEM has served as a steward of the industry and provided an industry-wide consortium that transcends individual member company size, products or individual business concerns.

**FOUNDING MEMBERS RECOGNIZED**

AEM traces its roots back to 1894 with the formation of a group known as the National Association of Agricultural Implement and Vehicle Manufacturers. The group formed with three founding members: John Deere, CNH and AGCO (formerly known as Massey-Ferguson). The three companies were honored at AEM’s Annual Conference.

**LEADERSHIP VIDEOS**

Released throughout 2019, the series detailed how several of AEM volunteer leaders got their start in the industry, the stories that shaped their careers and what AEM means to both them and their organizations.

**NON-PROFIT GRANTS**

Five non-profit organizations developing the future of the manufacturing and trades workforces were awarded $10,000 each at AEM’s Annual Conference as part of the Association’s Next Gen Grant Program.

**AGRIMARKETING MAGAZINE SALUTE**

AgriMarketing Magazine featured AEM in its October-November issue as a salute to the Association’s 125th anniversary. The salute included a comprehensive history of AEM, insightful bylines from Association staff and feature-length pieces detailing issues of importance to the agribusiness community.
1,000-PLUS MEMBERS AND GROWING

On the heels of reaching the 1,000 member milestone, AEM's membership continues to grow. To date, we have 1,050 members and have welcomed a total of 120 new members into the Association in 2019.

INCREASED MEMBER REACH

The AEM membership team is hard at work conducting face-to-face meetings with members to increase awareness of AEM services, as well as answer questions about dues and category reclassifications.

BOARD-LEVEL PARTICIPATION

AEM continued to make significant progress in broadening Board-level committee participation beyond directors.

NEW MEMBERSHIP DUES MODEL

As part of its ongoing effort to maximize member value and engagement, AEM developed a new dues structure that will go into effect for the 2021 renewal cycle.
AEM members are honored each year at AEM’s Annual Conference for their service, loyalty and support for the industry and the Association.

**ADVOCATES AWARDS**

Twenty-five member companies received AEM Advocates Program Gold awards for achieving the highest level of participation in grassroots mobilization and outreach. In addition, one company received I Make America’s highest honor, the Pillar of the Industry award, for reaching Gold status for five consecutive years.

**2019 Pillar of the Industry Award Winner**
- Weiler

**2019 Gold Award Winners**
- AGCO Corporation
- Blount International
- Calder Brothers Corporation
- Caterpillar Inc.
- CLAAS of America, Inc.
- CNH Industrial
- Cummins Inc.
- Custom Products of Litchfield, Inc.
- Deere & Company
- Doosan Bobcat
- Dynapac North America LLC
- General Kinematics
- HCC Inc.
- JLG Industries Inc.
- Kinze Manufacturing Inc.
- Komatsu America Corp.
- Kondex Corporation
- Kuhn North America Inc.
- Manitowoc Crane Group
- Stellar Industries Inc.
- Superior Industries
- Trimble Inc.
- Vermeer Corporation
- Volvo Construction Equipment
- VT LeeBoy Inc.

**MILESTONE MEMBERS**

During the 125th-anniversary year for AEM, 19 companies were recognized for their “milestone member” status:

**125-Year Member Status Honorees**
- AGCO Corporation (Massey Ferguson)
- CNH Industrial America LLC
- Deere & Company

**75-Year Member Status Honoree**
- Wells Fargo Equipment Finance

**50-Year Member Status Honoree**
- AC Business Media

**25-Year Member Status Honorees**
- Bay Shore Systems Inc.
- Comer Industries Inc.
- Concentric Rockford Inc.
- Furukawa Rock Drill USA
- Gator Machinery Company
- Kioti Tractor Div Daedong-USA Inc.
- Mahindra USA Inc.
- NPK Construction Equipment Inc.
- NTN Bearing Corporation of America
- O’Neal Industries Inc.
- Palfinger North America
- Solar Technology Inc.
- Topcon Positioning Systems Inc.
- Troxler Electronic Laboratories Inc.

**AEM HALL OF FAME**

AEM Hall of Fame inductees are evaluated by an independent panel of industry experts on five criteria that are vital to the health of the off-road equipment manufacturing industry.

**2019 AEM HALL OF FAME INDUCTEE**

MARY ANDRINGA
Vermeer Corporation
Pella, Iowa
AEM’s Advocacy Team set the bar high in 2019, and kept the bar high during a record-breaking year. They fought for free and fair trade, led the charge against harmful tariffs, championed efforts to restore the nation’s infrastructure advantage, hosted the Association’s largest-ever fly-in and won several industry awards.
“RIGHT TO REPAIR” DEFEATED IN 24 STATES
AEM led the industry’s efforts against harmful “right to repair” legislation and defeated bills in 24 states in 2019. The Association also worked to educate state lawmakers about the unintended consequences of “right to repair” laws and to promote the industry’s commitment to provide farmers with the diagnostic and repair tools they need.

EDUCATION & MOBILIZATION
Spearheaded by I Make America, the Association’s national grassroots advocacy campaign, 2019 saw another impressive number of visits by elected officials to equipment manufacturers across the country.

AEMPAC RAISED OVER $150K
AEMPAC raised over $150,000 in 2019 to support pro-growth, pro-jobs candidates in 2020. It continues to serve as a critically important tool for AEM as the Association continues to build long-term relationships with lawmakers.

POLITICAL ENGAGEMENT
AEM continued to build strong relationships with the Trump administration, and met with the Vice President several times to discuss the industry’s policy priorities. AEM also hosted the Vice President for an event in support of USMCA at Manitowoc’s manufacturing facility in Shady Grove, Pennsylvania.

FEDERAL ADVOCACY WINS
AEM’s efforts helped secure a strong bipartisan vote for the United States-Mexico-Canada Agreement (USMCA) in the U.S. House and the long-term reauthorization of the Export-Import Bank. AEM also held off Sec. 232 tariffs on a number of products and limited the number of EU products hit with tariffs.
Stewardship in Action Demo Days

More than 160 key stakeholders participated in AEM’s fifth nation-wide Annual Demo Day. The Association also held its second Canadian Demo Day, which included 50 policymakers from Agriculture Canada and the Pest Management Regulatory Agency. Both events afforded officials the opportunity to learn about the safety and sustainable features of equipment available to farmers today.
In 2019, AEM’s Technical and Safety Team added personnel resources to deliver support to the Association’s membership and look to the future. Most notably, Curt Blades assumed executive responsibility for the department in addition to his ag services responsibilities.

**PREPARE TODAY, PROTECT TOMORROW**

A record-breaking 357 industry professionals from Association member companies gathered in Des Moines, Iowa this past spring to explore the technical and regulatory topics that are most pressing today when it comes to keeping equipment end users safe.

**DAVIDSON PRIZE**

In conjunction with the American Society of Agricultural and Biological Engineers, AEM presented the Davidson Prize to innovative products in areas of agricultural, food and biological systems engineering. The prizes were awarded at Commodity Classic 2019.

**R-1234yf REFRIGERANT WORK**

AEM is working with the U.S. EPA to evaluate the use of R-1234yf as an environmentally conscious refrigerant alternative in off-road mobile machinery. AEM’s SNAP Application Development Team, comprised of 11 member company representatives, continues to do great work on behalf of the Association and the industry.
It was a record-breaking year for AEM-owned exhibitions, as the Association brought together the industry’s leading manufacturers and equipment end users at World of Asphalt, ICUEE and CONEXPO Latin America. In addition, AEM played a key role in the successful runs of Commodity Classic and the Agrievolution Summit.

ICUEE, THE DEMO EXPO
A record number of utility and construction professionals converged on Louisville for the show, which also broke previous exhibitor and show space marks. Plans are also under way to revitalize the ICUEE brand and offer a new layout for the 2021 show.

CONEXPO LATIN AMERICA
The second CONEXPO Latin America – held in October in Chile – was a resounding success. Together with its Chilean partners, AEM helped feature 136 exhibitors, welcomed nearly 20,000 visitors and managed a show footprint of 45,000 net square meters.

ONE VOICE FOR AGRICULTURE
AEM is now an official show partner for Commodity Classic and a member of the event’s management committee. The Association also had a strong presence at several major ag shows and events in 2019.
Attendance hit an all-time high of MORE THAN 10,000 – a 28% increase over the 2018 World of Asphalt Show & Conference and AGG1 Academy & Expo. The 2019 show also broke records for exhibit space and education program engagement.

COUNTDOWN TO CONEXPO-CON/AGG 2020

The show is set to feature a record-setting 2,800 exhibitors and 2.6 million net square feet of exhibit space, and 150 education sessions tackling trends and topics in the construction industry.
THOUGHT LEADERSHIP

AEM THOUGHT LEADERSHIP
SHEDS LIGHT ON
INDUSTRY’S BRIGHT FUTURE

AEM thought leadership comes in a variety of forms: member events, conferences, communication platforms and market data and statistics reporting.

EXPLORING INDUSTRY TRENDS AND TECHNOLOGY

2019’s slate of Thinking Forward events covered a number of cutting-edge topics for manufacturers, including artificial intelligence, workforce development, IoT and more. Among the notable speakers and presenters from this year’s events were NASA’s Steven Gonzalez, May Mobility’s Steve Vozar and Maritz’s Charlotte Blank.

EXPONENTIAL POSSIBILITIES REPORT

AEM teamed up with Singularity University on an Exponential Possibilities Report, which identified disruptive trends impacting the industry and was based on the results of a workshop conducted with the AEM Future’s Council.
ENSURING A BRIGHT FUTURE FOR THE EQUIPMENT MANUFACTURING INDUSTRY

In an effort to better connect with the employees of tomorrow and address the skilled worker shortage, AEM’s workforce development initiative is designed to help organizations initiate recruitment efforts, enhance activities, and develop and implement workforce-related ideas and strategies.

DEDICATED WORKFORCE RESOURCE

AEM hired Director of Workforce Development Julie Davis and established a workforce development committee to help guide AEM’s efforts in this area.

TACKLING THE SKILLS GAP

AEM teamed up with SkillsUSA, a partnership of students, teachers and industry representatives, working together to ensure America has a skilled workforce.

INTRODUCING STUDENTS TO THE INDUSTRY

ICUEE 2019, The Demo Expo welcomed approximately 240 students and instructors from Kentucky and Indiana as part of a career skills event hosted by AEM and Bridging America’s Gap.

AG TEACHER SCHOLARSHIP PROGRAM

In conjunction with the Equipment Dealers Association, AEM awarded 36 educators from 12 states partial scholarships for certification in equipment courses.
At the 2019 AEM Annual Conference, members celebrated the Association’s 125th anniversary, honored the industry’s rich history and explored the future of connected technologies.

A wealth of experts were also on hand at this year’s Annual Conference in Marco Island, Florida to discuss industry topics and what they mean for equipment manufacturers.

A CONVERGENCE OF HISTORY AND TECHNOLOGY

Held at the JW Marriott in Marco Island, Florida, the two-day conference provided attendees with an understanding of how business will be affected by the ever-changing and increasingly digital future of the industry.

AEMPAC GALA: EMPOWER YOUR PAC

The 2019 event saw 296 attendees and raised nearly $150,000 for AEMPAC, which serves to support candidates for federal office and decision-makers who reinforce AEM’s mission.
Thanks in large part to AEM’s acquisition of HAI, the Association’s CE and Ag statistics programs continue to expand and now encompass 205 products, with 150 member companies reporting into these programs.

**MEMBER GUIDANCE AND ENGAGEMENT**
AEM’s Ag Latin America Statistics Program Sub-Committee and CE Latin America Statistics Task Force played key roles in identifying AEM priorities, products and other initiatives to strengthen stats programs in the region.

**ANNUAL STATISTICS CONFERENCE**
In April, AEM held its Annual Statistics Conference and recognized 48 members with Outstanding Merit Awards for their participation in its data reporting program.

**NEW MARKET INTELLIGENCE RESOURCES LAUNCHED**
In addition to enhancing its U.S. Machinery Outlook and Economic Outlook resources, AEM announced the availability of the AEM Market Intelligence Leading Indicator Service to allow members to upload their own data and identify economic indicators impacting their market performance.
GOVERNANCE

VOLUNTEER LEADERS PROVIDE KNOWLEDGE AND SUPPORT

Representatives who serve in AEM leadership roles help ensure Association programs meet member and industry needs, allowing them to succeed in ever-evolving business environments.

AEM BOARDS FOR 2020

AEM BOARD OF DIRECTORS

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Reed International/VSS Macropaver

AEM VICE CHAIR
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Trimble

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Robert Crain, AGCO
John Garrison, Terex
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Michael Haberman, Gradall Industries
Scott Harris, CNH Industrial
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John Lagemann, Deere & Co.
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Darryl Matthews, Trimble
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Robert Mortensen, Husco
Frank Nerenhausen, JLG Industries
Laura Ness Owens, Doosan Bobcat
Ray O’Connor, Topcon Positioning Systems
Melvin Porter, Link-Belt Cranes
Bryan Rich, SmartEquip
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Eric Sauvage, LBX
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VICE CHAIR Steven Berglund, President & CEO, Trimble
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SECRETARY Dennis Slater, President, AEM
Full-year 2019 financial results will be provided to members in March of 2020.