

the
**Next
Chapter**
2020
ANNUAL
REPORT

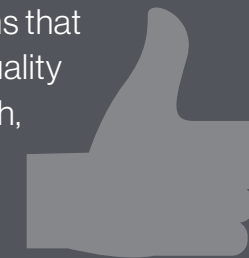
2020-2023 AEM GOALS

As part of the AEM 4-year strategic plan, the AEM Board identified four goals that highlight the plan's most significant priorities.

AEM Strategic Plan

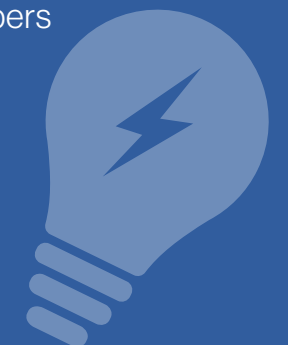
BUILD POSITIVE PUBLIC PERCEPTION OF OUR INDUSTRIES

AEM will support our members in telling our industry's stories to raise public awareness of the contributions and innovative solutions that contribute to health, quality of life, economic growth, employment and a cleaner environment.



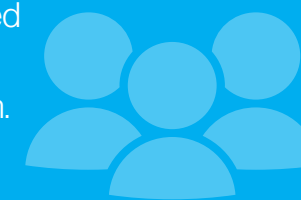
ACCELERATE INDUSTRY GROWTH

AEM will foster innovation and economic growth and attract top talent so our members can contribute the equipment and technologies to build the most advanced infrastructure and farming systems.



SUPPORT & EMPOWER MEMBER COMPANY DECISION-MAKING

Through market data and intelligence, thought leadership and original research, AEM will enable member companies to adapt and prepare for the future, make highly informed business decisions and catalyze growth.



FACILITATE MEMBERS' CUSTOMER-FACING EFFORTS

With a focus on enhancing customer connections, AEM will support members' efforts to increase sales, meet customer needs and expectations, and promote safe and efficient operation practices.



Dear AEM Members,

There is no question 2020 was a year unlike any other. We started off with a very successful CONEXPO-CON/AGG & IFPE in March, lived and led through times of uncertainty due the COVID-19 pandemic, saw racial tensions rise and bring forth change, elected a president and much, much more.

I'm proud to say AEM proactively approached all of the challenges our industry faced in 2020 and responded by delivering services to support equipment manufacturers in a time of great need.



We also realigned our goals and priorities in an effort to position AEM to be successful in 2021 and beyond by shifting the three-year implementation of our Strategic Plan (2020-2022) to four years (2020-2023).

So with all that in mind, take a look through this AEM Annual Report to review the notable happenings and actions taken on behalf of AEM member companies by staff and

member volunteers. In doing so, we can celebrate past successes and achievements and look forward to "The Next Chapter" for our Association and our industry.

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 in this trying year. I greatly appreciate all of your support during my time as AEM Chair.

Sincerely,
Jeff Reed
2020 AEM Chair
President/CEO
VSS Macropaver/Reed International



VOLUNTEER LEADERSHIP

Representatives who serve in AEM leadership roles help ensure Association programs meet member and industry needs. **Improving the diversity and inclusion among our volunteer leadership** is a top priority, and the Association is committed to engaging volunteers in available opportunities.

AEM BOARD OF DIRECTORS

AEM CHAIR

Steven Berglund, Trimble Inc.

AEM VICE CHAIR

Robert Crain, AGCO Corp.

Jason Andringa, Vermeer Corp.

Ted Bojanowski,

Parker Hannifin Corp.

John Garrison, Terex Corp.

David Gilmore, Deere & Co.

Grant Godbersen,

GOMACO Corp.

Michael Haberman,

Alamo Group, Inc.

Scott Harris,

CNH Industrial

Linda Hasenfratz, Linamar Corp.

Philip Kelliher, Caterpillar Inc.

Leif Magnusson,

CLAAS of America, Inc.

Laura Ness Owens,

Doosan Bobcat North America

Ray O'Connor,

Topcon Positioning Systems, Inc.

Brad Olson, Two Rivers Marketing

Greg Petras,

Kuhn North America, Inc.

Austin Ramirez, Husco

Jeffrey Reed,

Reed International/VSS Macropaver

Rod Schrader,

Komatsu America Corp.

Todd Stucke, Kubota Tractor Corp.

AG SECTOR BOARD

AG CHAIR, Todd Stucke,

Kubota Tractor Corp.

AG VICE CHAIR

Bill Hurley, AGCO Corp.

Grant Adolph, Buhler Industries Inc.

Kim Boccardi,

Titan International, Inc.

Mark Core, Vermeer Corp.

Fernando Cuccioli, DeLaval Inc.

Brett Davis, CNH Industrial

Charlene Finck, Farm Journal

Richard Fox-Marrs, JCB Inc.

Gene Fraser,

MacDon Industries Ltd.

David Gilmore, Deere & Co.

Keith Johnson, Kondex Corp.

Dietz Lankhorst, Krone NA, Inc.

Leif Magnusson,

CLAAS of America, Inc.

Darryl Matthews, Trimble Inc.

Brian McKown,

Kinze Manufacturing, Inc.

Brian Nelson, HCC, Inc.

Greg Petras,

Kuhn North America, Inc.

Viren Popli, Mahindra USA, Inc.

CE SECTOR BOARD

CE CHAIR, Rod Schrader,

Komatsu America Corp.

CE VICE CHAIR, Stephen Roy,

Volvo Construction Equipment

Brian Bieller,

Dynapac North America LLC

Otto Breitschwerdt, Caterpillar Inc.

Susanne Cobey,

Eagle Crusher Co., Inc.

Angie Drake, The Toro Company

Mary Erholtz,

Superior Industries, Inc.

Anthony Fassino, Caterpillar Inc.

John Grote, Grote Industries, Inc.

Willie Harbert, Eaton

David Hughes, McElroy Manufacturing, Inc.

Robert Mortensen, Husco

Frank Nerenhausen,

JLG Industries, Inc.

Ray O'Connor,

Topcon Positioning Systems, Inc.

Melvin Porter, Link-Belt Cranes

Bryan Rich, SmartEquip Inc.

Barry Ruffalo, Astec Industries Inc.

Eric Sauvage, LBX Company LLC

Ingo Schiller,

Tadano America Corp.

David Thorne, Deere & Co.

Patrick Weiler, Weiler

2021 AEM OFFICERS

AEM CHAIR, Steven Berglund,
Executive Chairman, Trimble Inc.

VICE CHAIR, Robert Crain,
Sr. VP & General Manager
North America, AGCO Corp.

AG CHAIR, Todd Stucke,
Sr. VP Marketing, Product Support &
Strategic Projects, Kubota Tractor Corp.

CE CHAIR, Rod Schrader,
Chairman & CEO, Komatsu America Corp.

TREASURER, Linda Hasenfratz,
CEO, Linamar Corp.

SECRETARY, Dennis Slater,
President, AEM

Dear AEM Members,

As we look ahead to this year and beyond, we are committed to building upon past accomplishments and executing a Strategic Plan that will ensure the long-term future of the Association and guide the work we do to support our members, our industry and the customers they serve.



AEM will continue to use its strong voice to support and advocate on behalf of our members and our 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.

On behalf of our Association, I want to thank our 2020 Chair Jeff Reed. 2020 wasn't the kind of year Jeff signed up for, but he handled it with the same commitment and engagement he always exhibited to lead us to a successful and gratifying year.

I also want to thank our AEM Board of Directors, our hardworking and talented staff, our member company volunteers and the support of our entire membership, all of whom have helped us work through the challenges we faced in 2020 and have positioned our Association for a bright future.

As always, thank you for your support.

Sincerely,

Dennis Slater
AEM President

GOAL: BUILD POSITIVE PUBLIC PERCEPTION OF OUR INDUSTRIES

Communications – PR – Public Affairs

- Told the story of our industry and highlighted member companies
- Issued nearly 125 media statements and press releases
- Provided daily updates and critical resources to help member companies keep employees healthy and on the job
- Assisted member companies with COVID-19 relief
- Grew the AEM Industry Advisor newsletter to more than 9,000 subscribers
- Highlighted stories about the issues that impact 2.8 million men and women of our industry
- Generated nearly 24,000 media mentions for AEM and our trade shows
- Secured 500+ earned media articles and opinion editorials
- Launched a national media campaign to dispel myths about “right to repair”

“RIGHT TO REPAIR” NATIONAL MEDIA CAMPAIGN



COVID-19 INFORMATION AND RESOURCES

AEM recognizes the immense impact that the current COVID-19 pandemic is having on our member companies, your employees, suppliers and customers, as well as partner sectors such as agriculture and construction. We are working closely with Congress, the Trump Administration, and state and local governments to make sure they take legislative and administrative steps to mitigate the harm that the crisis is having on equipment manufacturers and support our member companies. Our top priority is focused on ensuring the health and safety of our member companies, their employees, our staff, and our partners.

Contact AEM's COVID-19 Response Team:
CONTACT NOW

Advocacy Resources Webinars

AEM has collected quality resources, information and legislative decisions about COVID-19.

EMPLOYEE HEALTH & SAFETY

- Coronavirus.gov (White House, Department of Health and Human Services, CDC)
- CDC Protocol for Protecting Yourself against Coronavirus
- CDC Print Resources, Fact Sheets and Posters
- U.S. Center for Disease Control (CDC) Guidance for Business
- Centers for Disease Control and Prevention (CDC) and US Cu
- U.S. Environmental Protection Agency (EPA) Disinfectants for Use
- U.S. Department of Labor (DOL) Occupational Safety and Health

COVID-19 RELIEF

March 30, 2020

AEM recognizes the immense impact that the current COVID-19 pandemic is having on our member companies, their employees, suppliers and customers, as well as partner sectors such as agriculture and construction. We are working closely with the U.S. Congress, the Trump Administration, and state and local governments to make sure they take the necessary legislative and administrative steps to mitigate the harm that the crisis is having on equipment manufacturers. Our top priority is focused on ensuring the health and safety of our member companies, their employees, our staff, and our partners.

Here are some of the latest developments:

Dennis Slater's Message to Member Companies
Ident Dennis Slater delivered a message on how the association [has served its member companies during the COVID-19 pandemic](#), highlighting the challenges that have changed dramatically over the last few weeks and I know you are an to keep your teams and their families safe and healthy," these are very uncertain times for our families, employees, and nt you to know that AEM is with you and we are here to support [please check out AEM's dedicated COVID-19 resource pages for](#)

AEM Industry Advisor

AEM Spearheads Efforts to Help Member Companies Through COVID-19 Pandemic
The Association is working closely with the U.S. Congress, the White House, U.S. government agencies, and state and local officials to make sure they take immediate steps to... [Read More](#)

HIGHLIGHTED MEMBERS

POSITIVE, OBJECTIVE APPROACH TO COVID-19 PAYS DIVIDENDS FOR ELLIOTT EQUIPMENT COMPANY
June 16, 2020

HUSCO LEADS MASKFORCE CONSORTIUM TO MANUFACTURE MASKS FOR HEALTHCARE PROS
May 14, 2020

DEERE MAKES FACE SHIELDS FOR HEALTHCARE WORKERS COMBATTING COVID-19
April 20, 2020

A NEW NORMAL: HOW MCELROY MANUFACTURING IS DEALING WITH COVID-19
April 16, 2020

Coronavirus Can't Stop America's Largest Construction Conference

The three-day, three-year CONEXPO-CON/AGG can't be easily rescheduled so the economic development and employers are committed to Vegas despite the epidemic.

24,000 MEDIA MENTIONS

THE CONSTRUCTION INDUSTRY CAME TOGETHER IN A BIG WAY AT CONEXPO-CON/AGG & IFPE 2020

Equipment industry in the U.S. remains optimistic, despite concerns about COVID-19

MILWAUKEE & Las Vegas, Nev. (March 14, 2020) – Multiple construction and construction materials industry segments converged on the Las Vegas Convention Center and Festival Grounds as they came together for CONEXPO-CON/AGG & IFPE this week to unveil new technologies and products, share knowledge, network with industry peers and buy equipment.

Registrations for the show totaled over 130,000. At the conclusion of the show, cancellations from international attendees totaled less than 1 percent.

"We refer to CONEXPO-CON/AGG as the 'heavy metal' show, but it's more than that. It's also small

GOAL: ACCELERATE INDUSTRY GROWTH

Federal and State Advocacy

- Advocated to make sure equipment manufacturers, suppliers and distributors were designated as “essential businesses”
- Mobilized support for U.S.-Mexico-Canada Agreement
- Scored a one-year extension of the FAST Act
- Helped secure the Paycheck Protection Program and the Main Street Lending Program
- Advocated for the removal of tariffs
- Defeated all 13 “right to repair” bills
- Advanced the industry’s policy agency by working with state lawmakers
- Held the virtual 2020 AEM Washington Fly-in, where 36 member company leaders met with 50 lawmakers

“ESSENTIAL BUSINESS”



AEM URGES CONGRESSIONAL LEADERS TO PASS ONE YEAR EXTENSION OF THE FAST ACT

Washington, D.C. – The Association of Equipment Manufacturers (AEM), together with the dozens of industry partners, [sent a letter](#) to congressional leadership, urging passage of a one-year extension of the current surface transportation law, the Fixing America’s Surface Transportation (FAST) Act, before it expires on September 30.

“As our industry and our country continues to navigate the lasting effects of the pandemic, now more than ever, we call on our nation’s governors to recognize the essential role that equipment manufacturers, suppliers, distributors, and service technicians play in feeding our people, connecting our nation, and powering our homes and hospitals,” said Dennis Slater, President of AEM. “As our nation’s governors take steps to protect Americans from the spread of COVID-19, AEM and our industry partners urge them to consider the essential role that our industry plays to the health and economic well-being of communities across the country.”



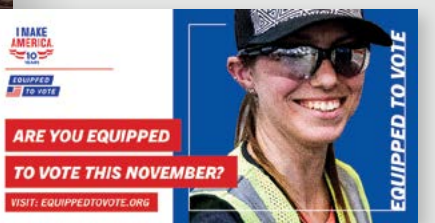
36 MEMBER COMPANY LEADERS, 50 LAWMAKERS



Grassroots Advocacy

- Mobilized 40,000 *I Make America* supporters around pro-manufacturing policies
- Recruited 14,000 new grassroots supporters at CONEXPO-CON/AGG 2020
- Launched our first national get-out-the-vote campaign — *Equipped to Vote*

40,000 SUPPORTERS



AEMPAC

Raised more than \$60,000 to support pro-growth, pro-jobs



Workforce Solutions

- Hosted first Workforce Solutions Summit – 80 participants and six sessions on topics including winning the war for talent, recruiting veterans, engaging and retaining employees, and more
- Launched a three-year Strategic Plan for Workforce Solutions initiatives



AEM
Workforce Solutions
Virtual Summit

ACCELERATE

GOAL: SUPPORT AND EMPOWER MEMBER COMPANY DECISION-MAKING

Business Intelligence

- Supported our Hargrove business to develop a best-in-class data processing platform
- Offered market intelligence reports to member companies
 - Quarterly CE Industry Conditions Trends Report
 - Quarterly Ag Equipment Industry Conditions Trends Report
 - Biannual Ag Barometer
 - U.S. Construction Machinery Outlook Report
 - U.S. Agricultural Machinery Outlook Report
 - Machinery Outlook Webinar
 - ITR Leading Indicator Program



Education & Events

- Launched a successful webinar series to help member companies manage the COVID-19 crisis
- Transitioned face-to-face AEM events to successful digital events
 - Product Safety & Compliance and Liability Seminars
 - Statistics Conference
 - Thinking Forward Thought Leadership Series
 - Workforce Solutions Summit
 - Webinars in response to COVID-19
 - Annual Conference, the Digital Edition



Safety and Product Leadership

- Awarded a grant from the U.S. Department of Commerce to build the foundations of a new China monitoring and engagement program
- Awarded the 2020 Davidson Prize to John Deere, Smart Guided Systems and Agricultural Industry Electronics Foundation with our partner American Society of Agricultural and Biological Engineers
- Achieved major milestone in EAP SNAP approval process for use of R-1234yf refrigerant in off-road mobile machinery

2020 DAVIDSON PRIZE



EAP SNAP APPROVAL PROCESS

Market Share Statistics

- Managed over 202 unique AEM North American product programs
- Grew the Latin America Region product program to 22 for agriculture and 10 for construction



200+ UNIQUE PRODUCT PROGRAMS

EMPOWER

GOAL: FACILITATE MEMBERS' CUSTOMER-FACING EFFORTS

CONEXPO-CON/AGG & IFPE

- Brought a record number of exhibitors and attendees
- Introduced a new connected campus and expanded show footprint, including the Festival Grounds
- Partnered with women in construction groups and unveiled the world's largest 3-D printed statue honoring the role women play in the industry
- Showcased a new Workforce Solutions area
- Focused on modern mobility, sustainability, and smart cities in the CONEXPO-CON/AGG Tech Experience
- Hosted the first-ever Fluid Power Hour for IFPE

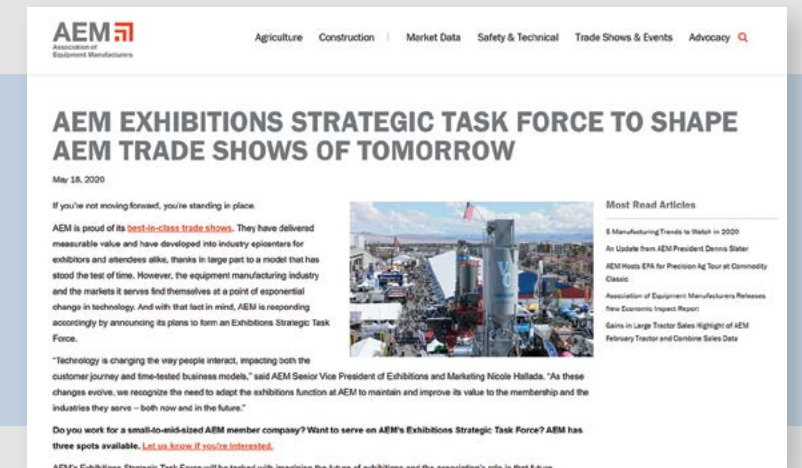
The Utility Expo

- Launched The Utility Expo -- a new brand name for ICUEE, The Demo Expo
- Introduced The Utility Expo newsletter to deliver content to utility contractors



Exhibitions Strategic Task Force

Implemented a task force to identify a 10-year strategic vision for delivering first-class exhibitions



Commodity Classic

Served as official show partner representing equipment manufacturers at Commodity Classic 2020 in San Antonio



MEMBERSHIP & AEM OPERATIONS

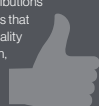
- Welcomed 90 new members in 2020
- Introduced Account Success Advisors
- Adjusted office operations in the face of COVID-19 to keep employees safe
- Extended our Strategic Plan through 2023
- Completed the Milwaukee office reconstruction
- Named a top workplace in Southeastern Wisconsin by the *Milwaukee Journal Sentinel*

1,051
MEMBERS

AEM 4-Year Strategic Plan

BUILD POSITIVE PUBLIC PERCEPTION OF OUR INDUSTRIES

AEM will support our members in telling our industry's stories to raise public awareness of the contributions and innovative solutions that contribute to health, quality of life, economic growth, employment and a cleaner environment.



ACCELERATE INDUSTRY GROWTH

AEM will foster innovation and economic growth and attract top talent so our members can contribute the equipment and technologies to build the most advanced infrastructure and farming systems.



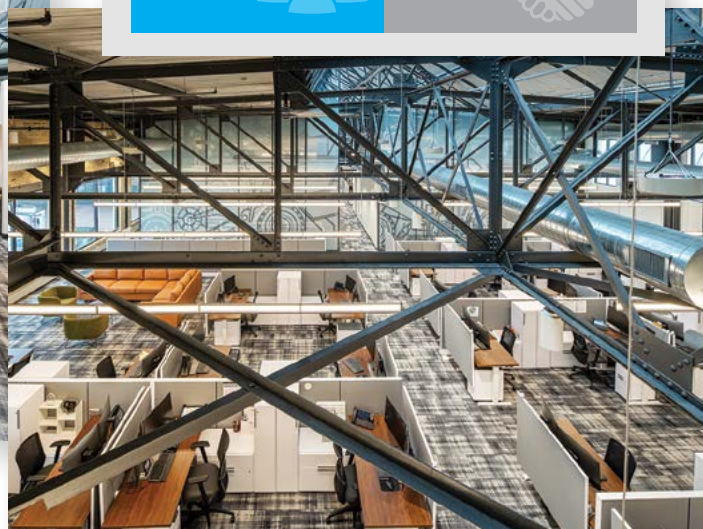
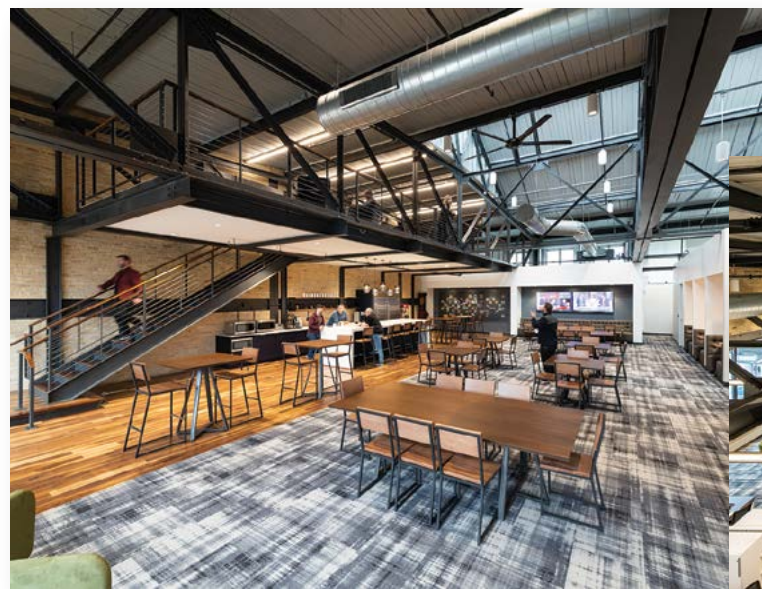
SUPPORT & EMPOWER MEMBER COMPANY DECISION-MAKING

Through market data and intelligence, thought leadership and original research, AEM will enable member companies to adapt and prepare for the future, make highly informed business decisions and catalyze growth.



FACILITATE MEMBERS' CUSTOMER-FACING EFFORTS

With a focus on enhancing customer connections, AEM will support members' efforts to increase sales, meet customer needs and expectations, and promote safe and efficient operation practices.



**TOP
WORK
PLACES
2020**

journal sentinel

MEMBER AWARDS AND RECOGNITIONS

AEM members are honored each year for their commitment to the Association and support for the industry.

MILESTONE MEMBERS

In 2020, 11 companies were recognized for their "milestone member" status:

AEM 50-Year Members:

Custom Products of Litchfield
Kubota Tractor Corporation
Parker Hannifin Corporation
The Toro Company

AEM 25-Year Members:

Diamond Vogel Paint
INDECO North America
Sakai America Inc.
Sears Seating

Sudenga Industries
Superior Fabrication Company
Wacker Neuson Corporation

ADVOCATES AWARDS

Twenty-eight member companies received the AEM Advocates Program Gold award for achieving the highest level of participation in grassroots mobilization and outreach. Two companies received the Advocates Program's highest honor, the Pillar of the Industry award, for reaching Gold status for five straight years.

2020 Pillar of the Industry Award Winners

AGCO Corporation
Custom Products of Litchfield, Inc.

2020 Gold Award Winners

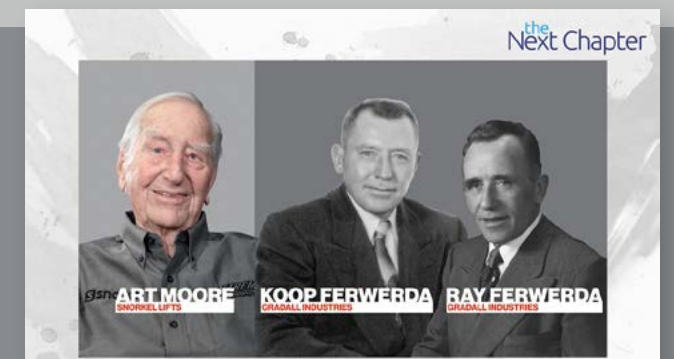
Asphalt Drum Mixers, Inc.	Dynapac North American, LLC	Sullair, LLC
Astec Industries, Inc.	General Kinematics Corporation	Superior Industries, Inc.
Blount International, Inc.	Gradall Industries, Inc.	Terex Corporation
Caterpillar, Inc.	JLG Industries, Inc.	Two Rivers Marketing
Cemen Tech, Inc.	Komatsu America Corporation	Vermeer Corporation
CLAAS of America, Inc.	Kondex Corporation	Volvo Construction Equipment North America, LLC
CNH Industrial America, LLC	Morbark, LLC	VT Leeboy, Inc.
Deere & Company	Power Curbers Companies, LLC	Weiler
Doosan Bobcat, Inc.	Stellar Industries, Inc.	

AEM HALL OF FAME

Hall of Fame inductees are recognized for the inventions, ideas, leadership and courage they have contributed to the industry and our community's quality of life. In 2020, AEM inducted:

Art Moore
Founder, Snorkel Lifts

Ray and Koop Ferwerda
Inventors, Gradall excavator



AEM FINANCIALS

2020 FINANCIALS AT A GLANCE

\$73.7m

IN FORECASTED NET
OPERATING REVENUE

\$70m

IN FORECASTED
OPERATING EXPENSES

\$3.7m

IN FORECASTED NET
OPERATING INCOME

2021 BUDGET AT A GLANCE

\$39.5m

IN OPERATING
REVENUE

\$39.3m

IN OPERATING
EXPENSES

\$200k

IN NET OPERATING
INCOME

Full-year 2020 financial results will be provided to members in March of 2021.

WHAT'S NEXT: KEY DATES IN 2021

Stay in the know on all dates in 2021

Visit our events page at aem.org/events and check in with your dedicated Account Success Advisor for the most up-to-date event details.

SPRING

World of Asphalt & AGG1 2022 Priority Status space application deadline

March 1, 2021

2021 SPECIAL EDITION of Commodity Classic

March 2-5, 2021

Digital Trade Show

World of Asphalt People, Plants and Paving Digital Conference

March 9-11, 2021

AEM Washington Fly-in

March 11, 2021

Virtual Event

bauma CONEXPO INDIA

April 20-23, 2021

Greater Noida, Delhi

Business Intelligence Quarterly Manufacturing Outlook Webinar

April 29, 2021

Virtual Event

CONEXPO-CON/AGG & IFPE 2023 Exhibit Space Sales Opening

May 5, 2021

SUMMER

Business Intelligence Quarterly Manufacturing Outlook Webinar

July 29, 2021

Virtual Event

Workforce Solutions Summit

August 19, 2021

Virtual Event

FALL

Product Safety & Compliance and Liability Seminars

Dates TBD

Virtual Event

AEM Washington Fly-in

September 20-21, 2021

Washington, DC

Annual Statistics Conference

September 20-24, 2021

The Utility Expo

September 28-30, 2021

Louisville, KY

bauma CONEXPO AFRICA

October 13-16, 2021

Johannesburg, South Africa

Business Intelligence Quarterly Manufacturing Outlook Webinar

October 28, 2021

Virtual Event

AEM Annual Conference

November 10-12, 2021

Phoenix, AZ

*Event dates are subject to change

2021



Association of Equipment Manufacturers

AEM.ORG

EMAIL: AEM@AEM.ORG

FOLLOW:   

MILWAUKEE

6737 W Washington Street
Suite 2400
Milwaukee, WI 53214-5650
414.272.0943
866.236.0442

WASHINGTON DC

1300 I Street NW
Suite 520 West
Washington, DC 20005-3314
202.898.9064

CANADA

123 Slater Street
Suite 700
Ottawa, Ontario K1P 5H2
613.566.4568

CHINA

E Park, Room 207
No. 1 Building, 7 Yabao Road
Chaoyang District
Beijing 100020, P. R. China
+ 86.10.8530.6916

