**Association of Equipment Manufacturers**

**UNAPPROVED MINUTES**

**CE Latin America Statistics Task Force (CE LA STF)**

**Conference Call**

**Monday October 8, 2018**

Arnold Huerta AEM

Melissa Cline Caterpillar

E. Hopkinson Caterpillar

Lucas Sanchez Deere & Company

Ligia Augusto Deere & Company

Debbie Juehring-Thomson Deere & Company

Juan Bendana Doosan Bobcat

Charles Wesenberg HAI

Lucia Guariglia LBX

Guilherme Borghi LBX

Suilz Liugong Mexico

Claudemir Beneli Volvo Brasil

1. **Call to order:**

Arnold Huerta called the meeting to order at 8:05 am US CST.

1. **Roll call and member introductions:**

Each person gave a brief history of his/her career and basic responsibility with his/her company.

1. **CE Latin America Statistics Task Force (CE LA STF):**

Arnold Huerta explained the purpose and responsibilities of the CE LA STF.

**Purpose:** To have Knowledge-focused representatives so that AEM can get the right input and direction on all matters related to our CE stats programs in Latin America.

**Role:** The CE LA STF’s role will be to recommend any new programs, changes, or recruitment targets.  It will report to the CE Latin American Regional Management Committee (CE LA RMC).

**Benefits:**

Establishing a CE LA STF will provide the following benefits, including:

1. Knowledge-focused: Having the right people dedicated and responsible for stats-related issues.
2. Expertise: providing the right input/direction in terms of models, size classes, reporting data issues, opportunities, challenges, etc.
3. Increased productivity and efficiencies in the decision making process – most issues usually discussed at the task force level can be approved without requiring approval from the CE LA RMC level.
4. Improves the quality of the data, thus providing the most reliable, accurate, and timely market share.

A motion to have a 75% participation at every face-to-face meeting and conference call for a quorum was seconded and approved by the CE LA STF.

1. **Election of CE LA STF Chairperson and Vice-Chairperson:**

The CE LA STF nominated and elected Debbie Juehring-Thomson (Deere & Company) as Chairman and Melissa Cline as Vice-Chair. Both were elected by acclamation.

1. **Data Integrity:**

Arnold Huerta informed the CE LA STF that issues with data integrity have been brought up to AEM by some program participants in terms of improving its quality, accuracy, and reliability.

He pointed out that the quality of the data is as good as what each participant contributes to the program. In addition, he noted that AEM staff does not have access of any participant company’s data. He urged the CE LA STF to evaluate the quality of the data should they find any issues in regards to data integrity. AEM recognizes and follows up on any claim made by any participant in regards to data integrity.

AEM has heard comments from both HAI and members about how simple it was before to resolve audits. In the past, issues regarding misreported data in the wrong month or country were easily revised and corrected. However, in the past few years, most of the issues have been focused on the relationship between the manufacturers and their dealers. Some of these issues may include high turnover in the data reporters, unqualified reporters, dealers not reporting on time or not reporting correctly. Neither HAI, nor AEM have any control on these issues. AEM needs manufacturers’ help in this matter. Each program participant should address these issues internally and with their dealers to add value to the data and transparency to the process.

The CE LA STF agreed to discuss in-depth this matter at the next scheduled meeting since no direction and/or input was provided at this meeting. Some topics/goals of consideration for next meeting should include:

1. Identifying (if any) any issues in the reporting process.
2. Establishing measurable outcomes to gauge progress; i.e.: reducing the number of audits, establishing specific training programs for reporters, stablishing guidelines for distributors to hire qualified data reporters, establishing tools to promote awareness on the importance of reporting accurately, consistently, and timely among reporters and those who collect data, etc.
3. Evaluate each company’s tools, instruments or measures in placed to insure that dealers provide the most accurate data.
4. How do manufacturers validate their data before reporting it into iStat? What are manufacturing doing to maintain and improve the quality of the data from their dealers?
5. **Participants readiness to report state-level retails in Mexico and other regions including Brazil, Expandable Region (ER), and Rest of Latin America (excluding Mexico, Brazil and ER)**

**Action item**: Claudemir Beneli (Volvo Brasil) to provide an update at next scheduled meeting.

1. **Next meeting:  M&T 2018**

The CE LA STF agreed to have a face-to-face meeting on Friday November 30 in Sao Paulo, Brazil.

1. **Adjournment**

The conference call was adjourned at 9:05 am.

Respectfully submitted by Arnold Huerta, Director of Statistics – Latin America.