

The Gage
1139 S. 70th St.
West Allis, WI 53214

SCHEDULE OF EVENTS

- 9:00 – 9:15 am** **Welcome & Introductions**
Paul Flemming, Vice President, Membership & Sales
Sara Stromski, Sr. Director, Membership & Customer Success
- 9:15 – 9:45 am** **Your Member Benefits: Are You Maximizing your Dues?**
Sara Stromski, Sr. Director, Membership & Customer Success
Refresher on member benefits and Q&A session
- 9:45 – 11:15 am** **AI, Data and Business Evolution**
Guest Speaker: Taryn Kutches from Joyn Collective
Artificial intelligence is often framed as a technology upgrade, but its real potential lies in how it reshapes the way organizations operate. For equipment manufacturers, AI represents an opportunity to rethink how people, processes, and data work together to drive smarter decisions and new value across the business. This talk explores how organizations can approach AI not just as a tool, but as a catalyst for meaningful business transformation.
- 11:15 – 11:50 am** **Lunch and Networking (Peer Interactions)**
Enjoy lunch with your peers.
- 12:00 – 1:15pm** **LIVE! AEM Business Intelligence Q2 Equipment Market Update**
AI Melhim, Economist & AEM Market Intelligence Senior Director
AEM's Sr. Director of Business Intelligence, AI Melhim and GlobalData Sr. Economist, Tom Hopgood break down industry issues and pinpoint changes in the landscape to help you refine your company's strategy:
- *Construction Sector Update and Global Outlook: construction equipment industry trends, key issues, project pipeline data, and a global market outlook summary*
 - *Agriculture Sector Update: Leading indicators, key trends, and implications for the Ag Equipment industry*
 - *AEM Ag Tractor & Combine Reports: highlights and analysis on the previous month's sales in the U.S. and Canada*
 - *Q2 Featured Topic: Economic Spillovers from the Middle East Crisis on Agriculture*
- 1:15 – 1:45 pm** **Q&A**
AI Melhim, Economist & AEM Market Intelligence Sr. Director
Interactive Q&A session around the economic outlook, leading factors, and general Market Intelligence related questions
- 1:45 pm -2:15 pm** **Optional: AEM office tour**
- 1:45 pm – 3:00 pm** **Optional: (Components members only): Components Council Meeting**