Objective: To establish the Association priorities and goals based on the objectives of the new Strategic Plan.

Launch of AEM 3-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.

continued
2020 AEM Goals

DELIVER ON AEM 2020 PRIORITIES:

1 **Strategic Plan Year One:** Successful implementation of the Plan objectives, including core services of market information, technical services, advocacy, exhibitions and industry sector leadership.

2 **Positive Public Perception:** Set a baseline through research, then take the first steps to develop and implement a plan to build positive public perception of our industry with the public, member employees, students, investors, government officials and legislators by telling our stories and presenting our positions.

3 **CONEXPO-CON/AGG:** Deliver CONEXPO-CON/AGG success in terms of exhibitor ROI, net revenue, sales, attendance and exhibitor/attendee satisfaction.

4 **HAI Statistics Business:** Increase business success with the execution of plans for the next generation statistics program plan and development and implementation of a long-term strategic direction.

5 **Workforce:** Achieve the workforce development objectives, including the engagement of youth and educators, and the successful launch of an AEM-led workforce development summit.

6 **Trade:** Advocate for free and fair-trade policies and agreements, urge lawmakers to address unfair trade and investment practices by trading partners, and oppose the unilateral imposition of tariffs.

7 **Federal Policy:** Work with policymakers of both parties and elected officials on Capitol Hill and the White House to help shape federal legislative and regulatory policies to support a dynamic and growing economy that allows equipment manufacturers and communities they serve to thrive.

8 **State Policy:** Continue to expand the scope of our state advocacy efforts to effectively represent the interests of our industry to achieve public perception, legislative and regulatory success, with a priority on the Right to Repair issue.

9 **Membership:** Achieve objectives for member retention, satisfaction, recruitment, engagement, and volunteer leadership participation.

10 **Financial:** Achieve 2020 budget plan, including Net Operating Surplus, prudent use of investment reserves for services to benefit members and an unqualified 2019 audit opinion.

11 **Operations:** Completion of the Milwaukee office reconstruction to provide for a better work environment for employees and for recruitment of talent.

12 **Diversity & Inclusion:** Achieve objectives set to improve diversity and inclusion in volunteer leadership.

13 **Technology:** Identify technology drivers and achieve adoption by members and the industry while determining the role of AEM can serve in supporting members.

14 **Education/Thought Leadership:** Achieve participation, satisfaction and revenue goals and deliver networking opportunities and thought leadership at AEM-organized events and in the delivery of content.

15 **Exhibitions:** In addition to CONEXPO-CON/AGG, achieve success metrics for participation, satisfaction, branding, and long-term strategic planning for exhibitions, including CONEXPO Connect.