

2022 AEM Goals

Objective: To establish the Association priorities and goals based on the extension of the Strategic Plan through 2023.

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.



DELIVER ON AEM 2022 PRIORITIES:

BUILD POSITIVE PUBLIC PERCEPTION OF OUR INDUSTRY

- 1 Communications:** Continue to build positive perception of our industry by working with the AEM membership and the media to showcase our industry's role in building, feeding, and powering the world through innovation, sustainability, workforce, and leadership efforts.
- 2 Sustainability:** Promote efforts of AEM members to highlight the industry's commitment for corporate social responsibility and build on efforts from the AEM Sustainability Council to develop and promote industry sustainability initiatives for members.

ACCELERATE INDUSTRY GROWTH

- 3 Workforce:** Enable members to drive grassroots workforce development by providing best practice resources and tools, support industry skills development by identifying and advocating for the best work-and-learn programs, certifications, and curriculum, and continue the promotion of underutilized talent pools.
- 4 Regulatory & Compliance:** Resolve regulatory threats through voluntary standards, leverage existing standards as blueprints for future regulation, and advance favorable changes to existing regulations while communicating with membership in a timely manner regarding potential regulatory or compliance industry issues.
- 5 Advocacy:** For Federal, strengthen relationships with the 117th Congress, the White House, and federal agencies. Bolster AEM's technology and sustainability policy portfolios, supporting sound policy development in line with 2022 priorities and amplify the voice of the industry and its advancements for policymakers. For State Advocacy, increase our presence in state capitals and engagement with lawmakers and establish AEM as a credible voice on the association's public policy priorities.
- 6 Political Operation:** Expand AEM's political operation to support and elect pro-manufacturing, bipartisan-minded Democratic and Republican candidates running for office in 2022 through a well-resourced AEMPAC and strong grassroots engagement.
- 7 Technology Adoption:** Create momentum for and awareness of equipment technology, showing return on investment and overall benefits related to efficiencies, sustainability impacts, and cost reductions. Reduce barriers and obstacles hindering adoption by the industry and work to foster collaboration between members through standards and improved coordination that positively impacts end-user experience.
- 8 Ag and CE Sector Leadership:** Continue to reinforce and expand AEM's position in the broader agriculture, construction, and utility sectors as a leader and advocate through our partnerships with industry stakeholders.

SUPPORT & EMPOWER MEMBER COMPANY DECISION-MAKING

- 9 Business Intelligence:** Provide next generation actionable information that provides a holistic view of members' decisions regarding people/workforce needs, market/product specific analysis and trends, industry/sector health, customer expectations, supply chain opportunities, and distribution/dealer network operations.
- 10 HAI and Market Intelligence:** Identify and execute proprietary research, deliver market share and product trends, distribute business intelligence and education, and consolidate/leverage assets from industry experts/partners and our membership.

FACILITATE MEMBERS' CUSTOMER-FACING EFFORTS

- 11 Member Engagement on Customer Expectations:** Work with Aftermarket Support Committee to develop awareness opportunities to benefit AEM membership, utilize the AEM research team to leverage member insights and identify customer needs in the areas of aftermarket support, digitization, and other emerging trends.
- 12 Exhibitions:** Achieve CONEXPO-CON/AGG revenue goals while maintaining the tactical show execution plan, focus on World of Asphalt, IFPE, management of AGG1 and support of Commodity Classic, monitor and align with changing expectations of trade shows, manage financials, and examine the level of investment in show strategy for World of Asphalt and IFPE, events not wholly owned by AEM.
- 13 Expo 2.0 Strategic Initiatives:** Continue strategic plan implementation with a focus on data and digital aspects of our shows.

ASSOCIATION OPERATIONS

- 14 Membership:** Achieve objectives for member retention, satisfaction/net promoter score, recruitment, and engagement. Focus on reconnecting with members in person at offices/facilities and industry events.
- 15 Financial:** Achieve the budgeted Net Operating Income (NOI) goal through strong budget management, obtain an unmodified 2021 audit opinion, prudent investment of cash inflows to build AEM investment fund to support operations, and work to continue to better financial dependence across services and not so heavily on trade shows.
- 16 Diversity, Equity, and Inclusion:** Focus on improving DE&I in our volunteers and membership through education and engagement with workforce initiatives and consider investment in a recruiter specializing in DE&I as we hire new employees.