

# 2023 AEM Goals

**BUILD POSITIVE  
PUBLIC  
PERCEPTION OF  
OUR INDUSTRIES**



**ACCELERATE  
INDUSTRY  
GROWTH**



**SUPPORT &  
EMPOWER  
MEMBER COMPANY  
DECISION-MAKING**



**FACILITATE  
MEMBERS'  
CUSTOMER-FACING  
EFFORTS**



## **AEM 2023 PRIORITIES** **MOVE OUR INDUSTRY FORWARD**

### **ADVOCACY**

- Advocate for policies that help equipment manufacturers create jobs and grow our economy
- Organize opportunities to showcase the industry to decision makers

### **INDUSTRY SECTORS**

- Achieve our Ag industry sector priorities
- Achieve our CE industry sector priorities

### **REGULATION & COMPLIANCE**

- Build awareness of the regulatory and compliance issues impacting our industry
- Work with AEM membership to drive consensus and influence

### **SUSTAINABILITY**

- Define AEM's role in supporting sustainability as an initiative
- Develop a plan to support the membership and highlight member company sustainability efforts

### **TECHNOLOGY & INNOVATION**

- Support the adoption of technology across the industry
- Highlight technology and innovations to equipment owners through trade shows and education

### **WORKFORCE**

- Support the industry's efforts to address workforce challenges
- Continue to offer content and education of best practices to support the membership

# AEM 2023 PRIORITIES

## MOVE OUR BUDGET FORWARD

### EXHIBITIONS AND CUSTOMER CONNECTIONS

- Achieve budget success for CONEXPO-CON/AGG, IFPE and The Utility Expo
- Expand data-focused insights and digital opportunities to help members connect with customers

### AEM PARTS MARKETPLACE

- Launch the AEM e-marketplace to provide OEMs with opportunities to capture lost parts sales
- Generate revenue through promotion to the end-user audience at CONEXPO-CON/AGG and other events

### SAFETY MATERIALS

- Grow AEM's safety materials business
- Expand opportunities to reinforce the importance of safety

### HARGROVE & ASSOCIATES (HAI)

- Increase HAI revenue
- Expand client roster

## MOVE OUR ASSOCIATION FORWARD

### 2024-2026 STRATEGIC PLAN

- Develop timeline and deliverables to support plan development
- Set the direction for the future of the association

### ORGANIZATIONAL ALIGNMENT

- Execute on leadership alignment to clarify roles and expectations that support our priorities
- Develop plan to review internal information systems to determine areas for improvement

### BUDGET AND MEMBERSHIP SUCCESS

- Achieve AEM budget
- Achieve membership engagement goals