



Association of Equipment Manufacturers

# HALL OF FAME

## HOW TO SUBMIT A BETTER NOMINATION

There are some common traits amongst the most successful submissions for the AEM Hall of Fame. We want to share them with you here to help you have the best chance of success in this year's class.

### 1. Are you submitting the right person?

There are a few things to consider when selecting who to submit for this prestigious honor.

- First, at what stage of their career are they in? The AEM Hall of Fame wants to consider a nominee's entire body of work, from the beginning to the pinnacle of their career. While some individuals have already made major contributions to the industry, the judging panel wants to make sure any inductee's career-defining masterpiece is considered and included. Has your inductee made that accomplishment, yet?
- Second, does your nominee have a real, marquee accomplishment? Most of the individuals inducted into the AEM Hall of Fame come from two general groups of industry professionals. Those with their "name on the door," ([Deere](#), [Case](#), [Steiger](#), [Vermeer](#), etc.), and those who have created something that has had a major impact on the equipment manufacturing industry ([Fosburgh's](#) GPS technology, [Andringa's](#) implementation of kaizen principles, [O'Connor's](#) innovations in automated positioning, [White's](#) invention of controlled differential steering, the [Kellers'](#) skid-steer loader, or [Otis's](#) invention of the steam shovel).
- Third, and finally, does your nominee have a story to tell in each of the four primary principles of the AEM Hall of Fame: Innovation, Industry Contributions, Leadership, and Corporate Citizenship/Social Responsibility? The inductee each year tends to have the strongest case made in all four categories. Each category is weighted evenly in the judging process, meaning each is just as important as the next.

### 2. If you don't tell your nominee's full story, the judges won't hear it.

The judging panel is only allowed to consider the information you present to them in their consideration of who to induct for this year. That means, if you don't tell them about all your nominee's reasons to be inducted, they won't be able to consider them. This is because there are two main groups of judges on the panel: those who know primarily about agricultural equipment, and those who

know primarily about construction equipment. While we seek the best-informed individuals to consider each nomination, it's not possible for everyone to know about everything.

### 3. It's about more than KPIs and quarterly reports.

While we don't want to discourage the submission of anyone who has been impactful to the equipment manufacturing industry, stories focusing on sales, revenue, mergers and acquisitions, and "business acumen" are less likely to rise to the top than those focusing on individuals who have genuinely changed the industry of equipment manufacturing. Focus your nomination less on how they've "done well," and more on how they've "done good."

### 4. It can get personal.

Whether a nominee's story includes overcoming incredible odds like the Ferwerda Brothers' emigration to the U.S. that almost had a fatal ending, Messginer's uncommon commitment to sustainability, Ramirez's contribution of millions toward education in his hometown, or Ratliff's creation of a major scholarship program, the nominations most likely to succeed have contributions that go beyond the industry.

### 5. Think beyond big iron.

While most of the inductees to the AEM Hall of Fame have come from companies that make the hardware and machinery, more and more submissions (and, thus, inductees) are coming from their contributions to the technology behind the equipment. Fosburgh and O'Connor are, so far, the most tech-focused inductees to the Hall of Fame, while Ramirez's contributions to hydraulics, and Studebaker's development of laser leveling are other examples of tech-forward inductees.

### 6. Diversity and inclusion are important to the industry, as well as its Hall of Fame.

The equipment manufacturing industry is made up of individuals from all walks of life. That's why the AEM Hall of Fame is actively encouraging the submission of nominees from all walks of life as well. Representation matters.

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of Equipment  
Manufacturers is  
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group advancing the off-road  
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