The world has reached a critical juncture in which nothing will ever be the same again. How will society navigate not only through this moment but more importantly, beyond? What new understandings will be essential to allow organizations to embrace the significant opportunities ahead? What mindset is necessary to build the future? The COVID-19 pandemic and the reactions to it will reshape business, society and technology.

This year’s Annual Conference will deliver a single place for you to safely join together with your peers, regardless of location, to collectively examine the future of the equipment manufacturing industry and outline a path forward to ensure a successful next chapter for your organization and industry. Join us to write your next chapter.
The Next Chapter
*Nancy Giordano, Strategic Futurist*

We’ve reached a critical juncture in 2020, and nothing will ever be the same again. How will you navigate not only through this moment but more importantly, beyond? What new understandings will be essential to allow your organization to embrace the significant opportunities ahead? What mindset do we need to build the future? Learn from Nancy Giordano how the pandemic and reactions to it will reshape business, society and technology.

*Nancy Giordano* is recognized as one of the world’s top futurists. She has spent her career building, shaping and evolving a portfolio of $50 billion worth of major global brands. With growing conviction of what will (and needs to) shift, executives value her unique abilities to sense and synthesize the terrain ahead, and guide those ready to build more relevant and sustainable solutions.

**BREAKOUT**

**CE State Highway Funds Prognosis**

*Carlos Braceras, Executive Director, Utah Department of Transportation*

This presentation will provide insights on the lasting effects of state highway funding amid reduced fuel tax revenue and the state’s ability to continue to support needs in infrastructure. Attendees will learn the most recent and relevant information about this key element of funding projects.

*Carlos Braceras* is executive director of the Utah Department of Transportation (UDOT). In this capacity, he is responsible for UDOT’s more than 1,700 employees and the design, construction and maintenance of Utah’s 6,000-mile system of roads and highways. Prior to joining UDOT, Mr. Braceras worked as a well-site geologist doing oil and gas exploration and development.
**Speakers**

**Tuesday, November 17**

**BREAKOUTS**

*Kanlaya Barr, Senior Economist, John Deere*

**Ag Economic Update**

Low commodity prices and weakening economic growth severely influenced farm incomes in recent years. Will that trend continue? How will the pandemic influence trends? This session will cover multiple economic trends in agriculture and equipment including commodity prices, interest rates, land value, equipment sales and yield estimates.

**CE Economics for 2021**

Reduced optimism, COVID-19, a new Congress, additional regulations on the horizon and more are affecting the economics of construction. In this session, you’ll learn what to prepare for and how to plan for the future, as the industry reacts to the financial shocks and the likely adjustments to future projections.

*Using her analytical skills and expertise, Senior Economist Kanlaya Barr helps and the ways it can better plan and adapt. Perhaps most importantly, she Deere understand the market fundamentals around the machinery industries brings unique and diverse life experiences to enrich her role.*
Event
Tuesday, November 17

Opening Welcome Networking Event
Celebrate the start of the 2020 Annual Conference. Pop open the wine from your experience pack, courtesy of Topcon, and join the proprietor of Trinitas Cellars for an exclusive tasting. The evening will also include networking, musical entertainment, trivia and more!

Speakers
Wednesday, November 18

BREAKOUT
CE OEM & AED Distribution Roundtable
This roundtable will include four AEM Sector Board OEMs and four distributor principals discussing the gaps in thinking between OEMs and distribution about how to serve the customers and who is responsible for what in this new age of technology.

BREAKOUT
Ag OEM & EDA Distribution Roundtable
This unique roundtable session will include four AEM Sector Board OEMs and five distributor principals discussing the gaps in thinking between OEMs and distribution. They’ll address how to better serve customers, and who must be responsible for each aspect of the process in this new age of technology.

Distribution Discussions: Ag and CE
Discuss key takeaways from the distribution roundtables with your peers and the featured panelists. How do you think these new technologies will impact these relationships?
Speakers
Wednesday, November 18

Future of Work
Author Derek Thompson

We should not just be interested in the work that humans do. We should be interested in what work is doing to us. Our jobs used to be mere necessities to keep the world turning. But for many people today, work has become a reality to live. Join us for an insightful session on the core of what work means today and how it will look tomorrow.

Derek Thompson is a staff writer at The Atlantic, where he covers economics and culture. Derek appears weekly on the national news show “Here and Now” and is also a contributor to CBS News. His first book, the national bestseller Hit Makers: How to Succeed in an Age of Distraction, was named the 2018 Book of the Year by the American Marketing Association.

Internet of Strategy—Findings of Ag and CE
Gordon Feller, Founder, Meeting of the Minds

Learn from Gordon Feller about how the Internet of Things (IoT) will impact the industry in profound ways. This is the place to get answers to all your questions about what’s possible, what’s problematic and how you can apply AEM’s research to your work.

Gordon Feller has spent his career studying the Internet of Things, most recently with Cisco. He has been appointed to serve on a federal commission addressing this issue and has worked as a senior advisor to numerous organizations focused on IoT. He founded Meeting of the Minds, a global thought leadership network and knowledge-sharing platform focused on the future of sustainable cities, innovation and technology.
CEO Panel:
Let’s Talk About 2021 and Beyond

Get an insider perspective from leaders in our industries. Up for discussion: the global supply chain, the economy, trade, COVID and political upheaval. Featured leaders include:

MODERATOR:
Jennifer Parmentier
President of the Motion Systems Group, Vice President of Parker Hannifin

PANELISTS:
John Garrison
Chairman, President & CEO, Terex Corporation

Linda Hasenfratz
Chief Executive Officer, Linamar Corporation

Richard Olson
Chairman of the Board, President and Chief Executive Officer, The Toro Company
Speakers
Thursday, November 19

Workforce Development: State of the Industry
Rebekah Kowalski, Vice President, Manpower Manufacturing at ManpowerGroup

Which key considerations and skillsets should your organization be focusing on to stay competitive and to future-proof your manufacturing workforce? Are you ready for next year? How about the next ten years? This session offers a look at current statistics and future trends that are shaping the future of manufacturing.

Rebekah Kowalski is the Vice President, Manpower Manufacturing at ManpowerGroup and is responsible for developing talent solutions for the rapidly transforming industry. Rebekah’s work focuses on developing solutions that help organizations and leaders deal with the implications of both the shortage of rightly skilled workers, and the evolution of roles and skills.

Digital Transformation in a Messy World
Tim Tully, Senior Vice President, Chief Technology Officer, Splunk, Inc.

Understanding the power of data is key to making your business succeed in tomorrow’s world. Tim Tully explains the values of digital transformation using machine learning, and shows how you can make more decisions with data at the point of the data.

Tim Tully has served as Splunk, Inc.’s Senior Vice President and Chief Technology Officer since 2018. Prior to this, Mr. Tully served in various roles at Yahoo!, Sun Microsystems and several startup companies. He holds an M.S. from Carnegie Mellon University and a B.S. from the University of California, Davis.
Agenda

Tuesday, November 17  ALL TIMES CENTRAL

12:00 - 12:30 PM CST  Welcome

12:30 - 1:30 PM CST  The Next Chapter

1:30 - 1:45 PM CST  Break

1:45 - 2:15 PM CST  CE State Highway Funds Prognosis

1:45 - 2:15 PM CST  Ag Economic Update

2:15 - 2:45 PM CST  Digital Networking & Conversations

2:45 - 3:15 PM CST  CE Economics for 2021

6:30 PM CST  Opening Welcome Networking Event

Wednesday, November 18  ALL TIMES CENTRAL

9:30 - 10:45 AM CST  TICKETED EVENT:  COFFEE & COMMENTARY WITH AEMPAC: A 2020 Election Recap

12:00 - 1:00 PM CST  DISTRIBUTION ROUNDTABLES: CE OEM & AED  Ag OEM & EDA

1:00 - 1:30 PM CST  Distribution Discussions: Ag and CE

1:30 - 2:15 PM CST  Future of Work

2:15 - 2:45 PM CST  Digital Networking & Conversations

2:45 - 3:15 PM CST  Internet of Strategy – Findings of Ag and CE

3:15 - 3:45 PM CST  AEM Business Meeting
Agenda

Thursday, November 19  ALL TIMES CENTRAL

7:00 - 9:30 AM CST
Ag Sector Board Meeting

9:30 AM - 12:00 PM CST
CE Sector Board Meeting

12:00 - 1:00 PM CST
CEO Panel: Let’s Talk About 2021 and Beyond

1:00 - 1:30 PM CST
Digital Networking & Conversations

1:30 - 2:15 PM CST
Workforce Development: State of the Industry

2:15 - 3:15 PM CST
Digital Transformation in a Messy World

3:15 - 4:00 PM CST
Closing

Friday, November 20  ALL TIMES CENTRAL

9:15 - 11:45 AM CST
AEM Board of Directors Meeting

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**Technical Support**
Closer to the event we will connect with attendees about accessing the conference and technical support throughout the event.

**2020 AEMPAC Event**
*TICKETED EVENT*
*Coffee and Commentary with AEMPAC: A 2020 Election Recap*
Support AEMPAC and receive an exclusive briefing about the 2020 U.S. elections. Join your peers for this in-depth discussion about the candidates, the results and the implications from a bipartisan panel of expert political pundits. Get inside analysis from the smartest and most experienced political minds right on the heels of Election Day 2020. Purchase your tickets at aem.org/annual. **TICKETS: $99**

**First AEMPAC Event?**
Please contact Kate Fox Wood at kfoxwood@aem.org or (202) 898-9066 for more information.

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