2023 AEM Goals

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

BUILD POSITIVE PUBLIC PERCEPTION OF OUR INDUSTRIES
ACCELERATE INDUSTRY GROWTH
SUPPORT & EMPOWER MEMBER COMPANY DECISION-MAKING
FACILITATE MEMBERS’ CUSTOMER-FACING EFFORTS

continued
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

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

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

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

BUDGET AND MEMBERSHIP SUCCESS
• Achieve AEM budget
• Achieve membership engagement goals

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