



SMALL CHANGES

# ripple

BIG IMPACT

2023 AEM ANNUAL CONFERENCE  
NOVEMBER 28-30, 2023 FORT LAUDERDALE, FL

**AEM**   
Association of Equipment Manufacturers

SMALL CHANGES

In a world where major, headline-grabbing happenings draw the most attention, it can be all too easy for us to overlook the little things, the small shifts and the seemingly random and insignificant. The power of small changes and their potential to yield remarkable results are evident in what the equipment manufacturing industry does to design and develop the equipment that feeds and builds our world.

# ripple

The **AEM Annual Conference** is not an event where you go to sit and listen. It's where you go to learn what the future holds for our industry. It's where you hear the simple, straightforward pieces of advice that could change everything for you and your organization, as well as drive desired outcomes and help shape the industry of tomorrow for years to come.

## Opening Remarks

**Rod Schrader, Komatsu America Corp. & AEM Board Chair**



*Rod Schrader has been Chairman and CEO of Komatsu North America since 2013, where he oversees the company's large U.S. manufacturing footprint as well as product distribution for construction, forestry, mining and utility equipment,*

*technology and services. Rod joined Komatsu in 1987 as a Product Manager for utility equipment. He has held various roles within the company, covering marketing, sales and management. In 2015, he was appointed Senior Executive Officer of Komatsu Ltd., headquartered in Tokyo.*

*Rod graduated from Rose-Hulman Institute of Technology with a BS in Civil Engineering, and was later inducted into the school's Athletic Hall of Fame. He obtained his MBA from Keller Graduate School of Management in Chicago. In 2012, he became a board member for Junior Achievement of Central Illinois. In 2021, he was appointed to the Board for the National Association of Manufacturers (NAM). Currently, Rod serves as the 2023 AEM Board Chair.*

**KEYNOTE**

## The Ripple Effects of Leadership

**DeMaurice Smith, Executive Director of the National Football League Players Association (NFLPA)**

Servant leadership means a shift from focusing on the company to the employees. The ripple effect starts with motivated workers who in turn create a successful organization. As the Executive Director of the NFLPA, DeMaurice Smith has years of experience leading both a professional union and individuals during turbulent times. In this keynote session, he will share how leaders can rise to the occasion and manage C Suite challenges through the ideals of servant leadership.



*DeMaurice Smith is the Executive Director of the National Football League Players' Association (NFLPA). Smith was appointed to his fifth three-year term by unanimous vote of the NFLPA's Executive Committee in October 2021. He has been named one of the top ten most influential*

*executives in sports. He has negotiated two comprehensive collective bargaining agreements and is currently the longest serving executive director of a major sport union. As the Chief Executive Officer of the NFLPA's for-profit company, NFL Players Incorporated, he has guided annual revenues to over \$200M and witnessed the largest growth in players' marketing and licensing.*

## Ride the Wave of Innovation: Hands-On AI Workshop

**Bruce Rasa, Dexter**

Discover the power of AI tools and why artificial Intelligence is surging through the marketplace at an insane speed. Want to leverage its potential to save time and gain a competitive edge in 2024? Join our hands-on workshop, where you'll try out cutting-edge AI tools, including ChatGPT and others. Gain confidence in exploring their practical possibilities, and understand the potential challenges. Don't forget to bring your laptop!



*Bruce Rasa is a generative AI consultant and tech entrepreneur with a range of practical experience. He grew up on a 4,000 acre farm in western Missouri. As an IBM Product Manager, he grew one product from zero to \$500M in revenue in less than three years and got hooked on new*

*product development. He led Global Precision Agriculture Marketing at AGCO Corporation. Bruce was among the first globally to test hands-free data capture in remote field locations, starting with smart glasses in 2014. He founded Dexter, a voice-to-data capture service for on-site inspection to leverage practical AI for high-quality data management for construction, agriculture, insurance and beyond.*



## Water Stewardship...Every Drop Counts: Innovation and Impact

**Matt Howard and Karen Frost, The Water Council**

**Paul McRoberts, Rockwell Automation**

The effects of water scarcity ripple through infrastructure and agriculture, which impacts supply chains, soil, and jobsites, even those that seem disconnected from the source. The Water Council offers comprehensive leadership, drawing from a unique position at the epicenter of water innovation and water stewardship. In this session, experts will share how they combine technology and innovation to solve global water crises, along with insightful best practice solutions.



**Matt Howard** oversees *The Water Council's* stewardship initiatives. Matt created the world's first professional credentialing program for water stewardship professionals and made the business case for use of the International Water Stewardship Standard (AWS Standard) in the

North American marketplace. His 15+ years in sustainability program development and management include serving as Milwaukee's sustainability director and leading sustainable manufacturing initiatives during his time in Washington, D.C., where he worked at the U.S. Department of Commerce and as a staffer in the U.S. House of Representatives.



**Karen Frost** is responsible for economic development activities and the suite of global innovation programs for *The Water Council*. She leads the organization's international efforts and works closely with TWC's European representative to serve partners and companies in Europe and beyond. She

is an experienced connector and strong relationship builder. She has built collaborations with the water tech and startup community, global partners and funders.



**Paul McRoberts** serves as the North America Regional Industry Mining, Metals and Cement Manager at *Rockwell Automation*. He is responsible for executing the growth and performance strategy, growing account relationships and expanding the company's portfolio in North

America. Paul has 34 years of service with *Rockwell Automation*, with 18 very successful years in sales and management roles in the U.S., followed up by eight years in Hong Kong, covering all countries in Asia-Pacific in various roles.

## Diving into the Talent Pool

**Chris Czarnik, Career Research Group**

One of the biggest concerns for companies today is attracting and retaining the right talent. Employers need to open their minds to new methods of finding employees. Understanding the demographic and geographic shifts that have caused this talent shortage can help. In this session, award-winning speaker and author Chris Czarnik will discuss ways you can transform your hiring and employee development efforts to turn the tide and get your organization back on course.



**Chris Czarnik** is an author, coach, trainer, and expert on talent recruiting, engagement, and retention in today's environment. He has over 20 years' experience as a former military officer, human resource manager, career services manager, and job search advisor. Chris created and refined

an innovative process approach to job search and authored "*The Human Search Engine*". In 2016, the U.S. Congress adopted this process as their outplacement tool for outgoing members and staff. As employment shifted, his work expanded to coaching organizations. He has analyzed hiring from every angle and knows the frustrations and joys of trying to find people that truly fit the position and organization's culture. His book, *Winning the War for Talent*, was released in July of 2018 and serves as a talent model to more than 2,500 organizations across the country to transform the process of recruiting, developing, and retaining talent. He is the founder of the *Career Research Group*.

## World Waves: A Geopolitical Update

**Dane Chamorro, Control Risks**

Seemingly isolated occurrences around the globe can reverberate and impact your business in surprising ways. From the conflict in Ukraine and China's infrastructure investment, to rising inflation and global supply chain issues, the trickle-down effect can be felt everywhere. Join Dane Chamorro from *Control Risks* for an analysis of the role of global geo-politics and economics shaping your organization, our industry and the world, so you can see what's coming.



**Dane Chamorro** is a Partner at *Control Risks* and head of *Global Risk Analysis and Business Intelligence* practice in the Americas. Dane regularly advises strategic and portfolio investors and private equity firms on political and partner risks, corporate governance and high-profile business

disputes globally. A former U.S. diplomat with over 30 years of professional experience in the Asia-Pacific region, Dane previously served as the Markets and Partnerships lead for *Control Risks* in Asia-Pacific, as well as Managing Partner for the Southeast Asia business. Before joining *Control Risks*, Dane worked as a government integrity programs manager for Swiss group *SGS (Société Générale de Surveillance)*, developing fiscal governance programs for sovereign clients in South and South-East Asia. Dane has a degree in international finance from *Georgetown University's School of Foreign Service*.

## Opening Remarks

**Todd Stucke, Kubota Tractor Corporation & AEM Vice Chair**



*Todd Stucke is an industry veteran with more than 35 years of experience in both equipment and agriculture. Todd is the Executive Officer of Kubota Corporation, Japan, in tandem with his roles as Senior Vice President of Kubota North America and Senior Vice President of Marketing for Kubota*

*Tractor Corporation's U.S. operations. As Executive Officer of Kubota Corporation, he is involved in worldwide operations with a specific focus on building a robust business structure for the North American market as the company continues to invest in the U.S. and Canada.*

*Todd is currently serving as the 2023 AEM Board Vice Chair and will be the Board Chair in 2024. He has served two terms as treasurer of the AEM Board, as well as Ag Sector Board Chair in 2020.*

## Workforce Workshop

**Chris Czarnik, Career Research Group**

Take a deeper dive into workforce development with Chris Czarnik. This 90-minute workshop will focus on zero-cost, process-based strategies to recruit, retain, and develop great employees for your organization. Learn about developing trends and innovative approaches for this key issue that you can apply immediately to improve attraction and retention of employees.

*See page 5 for Chris' biography.*

### KEYNOTE

## Wine to Water: A Little Good Goes A Long Way

**Doc Hendley, Wine To Water**

Unclean water is the number one killer of children in the world. Water-borne illnesses kill far more children than HIV/AIDS and malaria combined. Every 15 seconds a child dies from unclean water. Shocked by these statistics, in 2004 Doc Hendley held his first fundraiser and by August, was living in Darfur, Sudan, installing water systems for victims of the government-supported genocide. In 2007, while working two jobs and volunteering his time, the Wine To Water nonprofit organization officially became a reality. Doc aims to help the 1.1 billion people worldwide who lack access to clean water. Learn about Doc's filter build programs: hands-on, socially responsible experiences for companies and organizations to assemble filters and make their own strides in alleviating the world's water crisis.



*Doc Hendley is proof that anyone, even a tattooed keg-tapper, can cure what ails the world. He is the founder and president of Wine To Water, a non-profit that radically transformed the process of bringing clean water to people in need anywhere in the world. A musician and former bartender,*

*Hendley launched Wine To Water in 2004 while bartending and playing music in nightclubs in Raleigh, North Carolina. For his work saving thousands of lives, Hendley was named one of the Top Ten CNN Heroes in 2009, chosen by a panel of judges including Gen. Colin Powell, Whoopi Goldberg, Ted Turner and Sir Elton John. Doc also wrote Wine to Water: How One Man Saved Himself While Trying to Save the World.*

## The Turning Tides of the Farm - Ag Panel

**Nolan Wipf and Brandon R Wipf, Wipf Grain Company  
Brandon Hunnicutt and Zach Hunnicutt, Hunnicutt Farms**

With predictions that as much as 70% of America's farmland will transfer to the next generation in the next decade, mindsets of multigenerational farmers are critical. This panel session features two sets of multigenerational farming families sharing their perspectives on how they view the future as well as their motivations and priorities.



*Brandon and Zach Hunnicutt are fifth-generation farmers, who work with their semi-retired dad, Daryl. They raise corn, soybeans, and popcorn.*



*Nolan and Brandon Wipf farm together in eastern South Dakota. Started in 1955 by Nolan's father, Willis, their farm is a few thousand acres of cropland producing*

*wheat, corn, and soybeans in a rotation; several hundred acres of alfalfa and grass hay. The estate boasts creek frontage, providing drainage, conservation, and outdoor sporting opportunities.*

*Nolan serves as the President of the Northern Electric Cooperative. He is also majority partner in Dell Ventures, a value-added ag investment fund.*

*Brandon has served on the board of the American Soybean Association since 2017.*



## Navigating Partisan Waters: What Lies Ahead for the 2024 Political Landscape

**Cheri Bustos, Former Congresswoman**  
**Carlos Curbelo, Former Congressman**

Former U.S. Representatives Cheri Bustos (D-IL) and Carlos Curbelo (R-FL) will join AEM's Kate Fox Wood and Kip Eideberg for a rousing discussion about what to look for from Congress during what is expected to be a contentious 2024 Presidential Election and a highly partisan environment on Capitol Hill. As former lawmakers known for their bipartisan focus and consensus-building records, they will tell us what it will mean for equipment manufacturers and provide seasoned advice for how the industry can best navigate the troubled waters in Washington.



**Cheri Bustos** is co-chair of Mercury's Washington, D.C., office and head of the firm's Illinois and Midwestern operations. As a former congresswoman and senior member of House leadership with a long career, Cheri brings 20+ years of experience in politics, journalism, healthcare and communica-

tions. While representing Illinois' 17th Congressional District, Cheri served as Co-Chair of the Steering and Policy Committee, and chaired the General Farm Commodities and Risk Management Subcommittee of the House Agriculture Committee. Bustos served on the House Committee on Agriculture for her full tenure in office; six years on the House Transportation and Infrastructure Committee; and four years on the House Appropriations Committee.



**Carlos Curbelo** was born in Miami to political refugees who fled oppression in Cuba. He obtained a Bachelor's in Business Administration from the University of Miami while majoring in Political Science. In 2002, Carlos founded Capitol Gains, a public and media relations firm which he led

successfully for 12 years. In 2010, he was elected to represent his community on the Miami-Dade County School Board, and in 2014 he was elected to Congress where he served in the House of Representatives until January of 2019. Carlos was consistently ranked one of the most bipartisan Members of Congress and led on difficult issues like climate policy, immigration, gun reform, and tax policy. He was also a prominent voice in international affairs and chaired the House's Brazil Caucus. In 2017, Carlos was honored with the New Frontier Award for his work promoting bipartisan cooperation on environmental policy. Today, Carlos co-leads Vocero and serves as an on-air analyst for NBC News.

## Looking Downstream: How Equipment Changes Can Ripple Through the Value Chain — CE Panel

**Ernie Stephens, Infrastructure and Energy Alternatives (IEA)**  
**Adam Ralph, Traylor Bros.**  
**Kirby Yakemchuk, Forbes Bros.**

Changes to equipment design and features are typically implemented to create positive impacts on the value chain. When making adjustments to equipment, it's important to think about the potential impacts. This end user panel session will discuss how companies can mitigate any adverse effects, such as cost increases, training and adaptation, compatibility, and market acceptance. Learn how to use thorough planning and communication to help minimize risks.



**Ernie Stephens**, CEM, has over 20 years of experience in the Equipment Management field. While getting his Bachelor's degree in Construction Management from Bradley University, he worked at Caterpillar for five years. Upon graduation, Ernie took an opportunity to work for Walsh

Construction in their equipment department. In his 11 years there, he was fortunate to have a chance to learn all the skills of a well-seasoned equipment manager from shop repairs, field repairs, cranes, foundation equipment, concrete paving, and more. That experience was crucial when Ernie started his own equipment department at Superior Construction.



**Adam Ralph** is the Equipment Division Manager for Traylor Bros., Inc., and has over 18 years of experience with many types of heavy equipment. Adam is a graduate of Purdue University and a member of AEMP where he serves as the Vice Chairman and a Executive Board member.



**Kirby Yakemchuk** is the Vice President of Asset Management for Forbes Bros., a large North American utility contractor. In addition to being a Professional Engineer and Certified Equipment Manager, his areas of knowledge include the mining, heavy civil, infrastructure, utility, forestry and

marine sectors. Functionally, he has significant exposure to asset management including acquisition and disposal, fleet management, life-cycle costing, maintenance program implementation, reliability centered maintenance, telematics, logistics and commercial vehicle management. Kirby is actively engaged in the Association of Equipment Management Professionals (AEMP), having served in both board and committee capacities. Additionally, he has spent time in the OEM dealer networks as well as in the startup space. He acts as an advisor with Boom and Bucket. Formerly, he was a General Manager with MachineMax.

## Navigating the Markets — Ag Economic Outlook

**Scott Gerlt, American Soybean Association (ASA)**

The business climate is heading for a storm, so how can you take the helm? In this session, you'll hear from an experienced economist how multiple economic trends will dramatically impact the agriculture industry. Expect changes to commodity prices, interest rates, land value, equipment sales and yield estimates, to name just a few. Learn what to watch for and how to steer your company to take advantage of the new climate.



**Scott Gerlt** is the chief economist for the ASA, where he provides policy analysis and monitors markets to guide strategic organizational decisions. Prior to joining ASA in 2020, Scott was the program leader for U.S. crop policy and analysis at the Food and Agricultural

Policy Research Institute (FAPRI) at the University of Missouri. His position there involved him in the 2008, 2014 and 2018 farm bill evaluations for Congress. Scott has conducted numerous projects for the USDA, OECD and the Farm Credit System, among others. He holds a bachelor's and a master's degree in agricultural economics from the University of Missouri.

## Navigating the Markets — CE Economic Outlook

**Dr. Alison Premo Black, American Road and Transportation Builders Association (ARTBA)**

The business climate is heading for a storm, so how can you take the helm? This session will explain how multiple economic trends may dramatically impact the construction equipment industry. Commodity prices, interest rates, land value, equipment sales and yield estimates will all fluctuate. Learn what to watch for and how to steer your company to take advantage of the new climate.



**Dr. Alison Premo Black** serves as Senior Vice President and Chief Economist for ARTBA. She oversees the association's Transportation Investment Advocacy Center and Research and Education Division. Alison is responsible for over 120 studies examining national and state

transportation funding and investment patterns, including the association's landmark economic profile of the transportation construction industry, state bridge condition profiles, federal-aid highway dashboard, and annual modal forecast. She has been interviewed numerous times as an industry expert for national and local print, television and radio, including the NBC TODAY show, the Washington Post, NPR, USA Today, the Wall Street Journal, and The Economist. Alison completed her PhD in Economics at The George Washington University and holds an MA in International Economics and Latin American Studies from the Johns Hopkins School of Advanced International Studies (SAIS).

## Splash into Your ESG Strategy... Sink or Swim

**Dan Romito, Pickering Energy Partners**

Environmental, Social, and Governance (ESG) investing is no longer just a buzzword, it is increasingly becoming the norm. In addition to providing investor and customer confidence, a solid ESG plan improves financial performance and reduces operating costs. Companies without ESG strategies will face pressure from the public and investors, and they may not survive.. This session will highlight investor behavior and show you how to optimize and implement ESG-related directives, as well as embed them into your organization.



**Dan Romito** is a consulting partner at Pickering Energy Partners, where he focuses on capital market strategies, messaging and pragmatic ESG implementation. Over the course of his career, Dan has advised several hundred private companies, public issuers, and asset managers on how to

optimize capital-deployment strategies, pursue quality pools of capital and employ ESG-related directives. A substantial portion of his experience has centered on helping the energy, industrial, materials, utility and healthcare spaces navigate ESG-focused data providers, frameworks, disclosures, and the corresponding investor landscape. His experience and research on ESG, index/ETF ownership and shareholder activism have been featured in a variety of global periodicals, including Harvard Business Review, the Harvard Law School Forum on Corporate Governance, CNBC, Bloomberg, Global Investor Magazine, and IR Magazine.

## Diving into Data

**Tricia Wang, Sudden Compass**

Turning data into business insight is no easy task. Understanding what customers want lies at the core of it. While big data tends to be analytical, thick data gets to the meanings and stories. In this session, global tech ethnographer Tricia Wang will explain how to know your customers and avoid typical data pitfalls, and she will discuss how to transform your data into actionable insights.



**Tricia Wang** is a tech ethnographer, entrepreneur, and community builder who believes that technology must serve humanity. For the last decade, she's deployed her expertise in data, design, and tech to transform organizations, advise corporate leaders, and create partnerships for

founders. The consulting firm she co-founded, Sudden Compass, has worked with Fortune 500 companies and tech startups. Most recently, she co-founded and ran the Crypto Research and Design Lab (CRADL). Tricia is an investor and mentor at SKU (CPG accelerator), and an advisor to Dangerous Ventures, ReSeed Farm, and the Blockchain Law Center for Social Good. Her current focus is advising companies creating consumer-facing climate change solutions and writing a book about the future of personal data in an AI-driven world.

# OPENING RECEPTION

Tuesday, November 28 at 6:00PM

## Havana Nights Beach Party

Escape to a world of tropical enchantment and feel the sand between your toes at our Havana Nights Beach Party. Immerse yourself in the rhythms and flavors of Cuba while surrounded by the beauty of the beach.



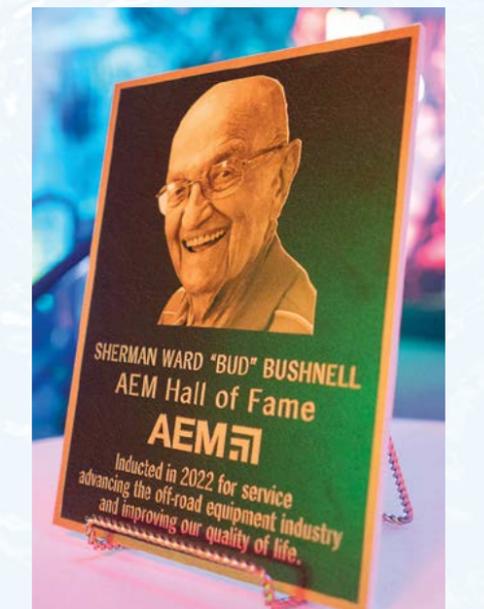
# HALL OF FAME CELEBRATION & FINALE DINNER

Thursday, November 30 at 6:30PM



Join us for an evening of dining, entertainment, and dancing — as we ripple through genres of music with the Emerald City Band. Motion, movement, and energy are the three words that best describe this 13-piece, 3-horn section super group!

**AEM**   
**HALL OF FAME**



# AGENDA

## TUESDAY, NOVEMBER 28

8:00AM - 12:00PM  
**Golf** (optional paid activity)

9:00AM - 6:30PM  
**Registration & Badge Pickup**

12:30PM - 2:00PM  
**Startup Leadership Group** (closed meeting)

1:00PM - 2:30PM  
**Workforce Development Committee**  
(closed meeting)

1:30PM - 4:30PM  
**HAI Board of Directors** (closed meeting)

2:00PM - 3:15PM  
**Component Members Executive Committee**  
(closed meeting)

2:00PM - 3:15PM  
**Service Members Executive Committee**  
(closed meeting)

2:00PM - 4:00PM  
**Government & Public Affairs Committee**  
(closed meeting)

3:30PM - 4:30PM  
**Leverage AEM Benefits & Engagement Opportunities** (all members invited)

5:00PM - 6:00PM  
**New Member/First Timer Reception**

6:00PM - 8:30PM  
**Opening Reception — Havana Nights Beach Party**

9:00PM - 11:00PM  
**Hospitality**



## WEDNESDAY, NOVEMBER 29

7:30AM - 10:00AM  
**Ag Sector Board** (closed meeting)

7:30AM - 10:00AM  
**CE Sector Board** (closed meeting)

7:30AM - 3:00PM  
**Registration & Badge Pickup**

7:30AM - 8:30AM  
**Yoga on the Beach** (optional paid activity)

8:30AM - 10:00AM  
**Ride the Wave of Innovation: Hands-On AI Workshop**



8:30AM - 10:00AM  
**Tennis** (optional paid activity)

10:30AM - 10:50AM  
**Opening Remarks**



10:50AM - 11:45AM  
**The Ripple Effects of Leadership**



11:00AM - 3:00PM  
**Food Tour** (optional paid activity)

11:45AM - 12:15PM  
**Water Stewardship... Every Drop Counts Innovation and Impact**



12:15PM - 1:15PM  
**Lunch** (reserved tables for Finance Committee)

1:15PM - 2:00PM  
**Diving into the Talent Pool**



2:00PM - 2:45PM  
**Business Meeting**

2:45PM - 3:15PM  
**Break**

3:15PM - 4:00PM  
**World Waves: A Geopolitical Update**



4:00PM - 4:15PM  
**Closing for the Day**

7:00PM - 9:30PM  
**AEMPAC Night 2023** (ticketed event)



## THURSDAY, NOVEMBER 30

6:45AM - 8:00AM  
**Beach Fun Run** (optional activity)

7:30AM - 2:45PM  
**Registration & Badge Pickup**

7:30AM - 10:00AM  
**AEM Board of Directors** (closed meeting)

8:30AM - 10:00AM  
**Workforce Workshop**



8:30AM - 10:00AM  
**Spa Day** (optional paid activity)

10:15AM - 10:30AM  
**Opening Remarks**



10:30AM - 11:00AM  
**Wine to Water: A Little Good Goes A Long Way**



11:00AM - 11:45AM  
**The Turning Tides of the Farm — Ag Panel**



11:45AM - 12:45PM  
**Lunch**

12:45PM - 1:30PM  
**Navigating Partisan Waters: What Lies Ahead for the 2024 Political Landscape**



1:30PM - 2:15PM  
**Looking Downstream: How Equipment Changes Can Ripple Through the Value Chain — CE Panel**



2:15PM - 2:30PM  
**Break**

2:30PM - 3:00PM  
**Navigating the Markets — Ag Economic Outlook**



2:30PM - 3:00PM  
**Navigating the Markets — CE Economic Outlook**



3:00PM - 3:15PM  
**Break**

3:00PM - 4:00PM  
**Wine Glass Painting** (optional paid activity)

3:15PM - 3:45PM  
**Splash into Your ESG Strategy... Sink or Swim**



3:45PM - 4:30PM  
**Diving into Data**



6:30PM - 7:00PM  
**Finale Reception**

7:00PM - 10:00PM  
**Hall of Fame Celebration & Finale Dinner**

10:00PM - 11:30PM  
**Hospitality**

# GENERAL INFORMATION

## LOCATION

Fort Lauderdale Marriott Harbor Beach Resort and Spa  
3030 Holiday Drive • Fort Lauderdale, FL 33316 • 954-525-4000

## HOW TO REGISTER

[AEM.org/Annual](https://www.aem.org/Annual)

	RATE
AEM Member	\$2,395
Non-Member	\$2,995
Guest	\$675

## REGISTRATION QUESTIONS

If you have questions regarding your registration or have any special dietary requirements, please contact Leah Voors at 414-298-4162 or [lvoors@aem.org](mailto:lvoors@aem.org).

## CHANGES OR CANCELLATIONS

You may manage your changes, additions and substitutions through your confirmation email. All cancellation requests must be made in writing to Leah Voors at [lvoors@aem.org](mailto:lvoors@aem.org). Cancellations received by 5:00 PM CT on Friday, November 3, 2023, will be refunded in full (less a \$195 processing fee per attendee or \$50 per spouse/guest). No refunds will be issued after this date.

## HOTEL RESERVATION

Reserve your room online by visiting [AEM.org/Annual](https://www.aem.org/Annual) or by calling the hotel directly at 954-525-4000 and mentioning “AEM Annual Conference.” AEM’s room rate is \$269 per night plus a \$20 resort fee per night. All reservations must be guaranteed with a credit card at the time of reservation. Reservation must be cancelled/modified at least 72 hours prior to date of arrival to avoid cancellation fees of one night’s room and tax. Rooms will be available at the group rate until Monday, November 6, 2023 or until the block is full, whichever comes first.

## AIRPORTS & GROUND TRANSPORTATION

- Lauderdale-Hollywood International Airport (FLL) – 5 miles
- Miami International Airport (MIA) – 32 miles
- Palm Beach International Airport (PBI) – 50 miles
- On-Site Parking - \$48.15 daily
- Valet - \$53.50 daily

## WHAT TO WEAR

Appropriate attire for general sessions and meetings is business casual. Tuesday’s opening reception is resort casual and scheduled to be on the beach in the sand (weather permitting), so please come in sandals or feel free to remove shoes. There will be an area available to leave your shoes. The AEMPAC event theme is Yacht Rock, so feel free to dress in that style or business casual. That event is offsite at the Boatyard, an indoor/outdoor restaurant. Shuttles will be provided from the hotel. For the Hall of Fame and Finale Dinner, semi-formal attire is suggested.

## WHAT’S INCLUDED

Your conference fee includes the educational presentations, lunches, refreshment breaks, the Tuesday Opening Reception, Tuesday and Thursday Hospitality Suites, and the Hall of Fame Finale dinner on Thursday.

The guest registration fee includes the Tuesday opening reception, Tuesday and Thursday Hospitality Suites, Hall of Fame Finale dinner on Thursday, and attendance at any of the conference general sessions. Lunches are not included in the guest registration fee. We invite all guests to participate in our optional daytime activities. The AEMPAC event on Wednesday is an additional fee to attend.

# ACTIVITIES



## TUESDAY, NOVEMBER 28

8:00AM - 12:00PM

**Golf** (optional paid activity) — Jacaranda Golf Club; shuttle departs at 7:00AM

Jacaranda Golf Club is South Florida's premier semi-private golf facility, featuring 36 holes of championship golf that are beautifully maintained throughout the year. The East

and West courses, both rated four stars by Golf Digest, weave through a variety of ponds and canals, lending a tropical feel throughout.

## WEDNESDAY, NOVEMBER 29

7:30AM - 8:30AM

**Yoga on the Beach**

(optional paid activity)

Take a step into the relaxing world of yoga. Enjoy a peaceful morning with yoga on the beach. Network and connect with fellow attendees while enjoying beautiful Florida.

8:30AM - 10:00AM

**Tennis** (optional paid activity)

Network with fellow attendees and enjoy a round robin, doubles mixer. Rackets and balls provided. The courts are clay, so be prepared for fun!

11:00AM - 3:00PM

**Food Tour** (optional paid activity)

Join us on a private specially curated three-hour culinary tour along picturesque Las Olas Blvd. Your knowledgeable and friendly tour guides will take you to four different restaurants, where you will be treated to signature bites with wine or specialty cocktail pairings at three stops, along with coffee and dessert at the final stop.

## THURSDAY, NOVEMBER 30

6:45AM - 8:00AM

**Beach Fun Run** (optional activity)

Ready to start the day off right? Enjoy a morning run along the beach led by a professional personal trainer and motivationalist. The first step is a warm welcome and a dynamic warm-up that consists of comfortable movements. The second step is a run or walk as the sun rises. Then a pleasant cooldown with stretching and standing core movements.

8:30AM - 10:00AM

**Spa Day** (optional paid activity)

Your serene spa day will begin with a blissful 10-minute chair massage and will continue with making your own body scrub. Enjoy connecting with fellow attendees over mimosas and leave feeling rejuvenated and refreshed.

3:00PM - 4:00PM

**Wine Glass Painting**

(optional paid activity)

Personalize your drinking experience and add a touch of creativity by painting your very own wine glass.



# SPONSORS

