

AEM Strategic Goals

AEM 2024 PRIORITIES **MOVE OUR INDUSTRY FORWARD**

**BUILD POSITIVE
PUBLIC
PERCEPTION OF
OUR INDUSTRIES**



**ACCELERATE
INDUSTRY
GROWTH**



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



**FACILITATE
MEMBERS'
CUSTOMER-FACING
EFFORTS**



ADVOCACY

- Advocate for policies that help equipment manufacturers create jobs and grow our economy
- Raise the profile of the industry to lawmakers, stakeholders, and the public through initiatives such as the AEM Manufacturing Express and the Celebration of Modern Agriculture on the National Mall

INDUSTRY SECTORS

- Grow the agriculture and construction equipment industry sectors through member company engagement and alignment on industry challenges
- Identify new opportunities to meet sector and customer needs

REGULATION & COMPLIANCE

- Help member companies navigate the regulatory and compliance issues impacting our industry
- Work with AEM member companies to drive consensus and positive change

SUSTAINABILITY

- Move the equipment manufacturing industry forward faster to build, feed and power a more sustainable world
- Promote AEM member company sustainability efforts to support the adoption of best practices

TECHNOLOGY & INNOVATION

- Drive the adoption of new technologies across industry sectors
- Grow awareness of industry innovations and the benefits they provide

WORKFORCE

- Support our industry's efforts to address workforce challenges
- Continue to offer resources and best practices to support the membership

AEM 2024 PRIORITIES

MOVE OUR BUDGET FORWARD

EXHIBITIONS AND CUSTOMER CONNECTIONS

- Achieve budget success for World of Asphalt and successfully plan for The Utility Expo in 2025 and CONEXPO-CON/AGG 2026
- Set the strategic vision for the future of AEM's best-in-class exhibitions

SAFETY MATERIALS

- Continue to grow AEM's safety materials business
- Provide safety resources to help minimize risk and advance the importance of safety in our industry

HARGROVE & ASSOCIATES (HAI)

- Position HAI for future growth, success and profitability
- Invest in the HAI platform to strengthen our Market Share Statistics service

MOVE OUR ASSOCIATION FORWARD

2025-2027 STRATEGIC PLAN

- Set the direction for the future of the association
- Grow and secure our largest financial assets and top service areas

ORGANIZATIONAL ALIGNMENT

- Offer staff development and career enrichment opportunities
- Implement an enterprise-wide integrated information system strategy to strengthen business operations and support strategic goal achievement

BUDGET AND MEMBERSHIP SUCCESS

- Achieve AEM budget that balances expense and revenue within our 3-year budgeting cycle
- Strengthen our relationships with our member companies by expanding engagement and interaction