ABOUT AED
The Association of Leaders in Equipment Distribution

Associated Equipment Distributors (AED) is the leading voice of the heavy equipment distribution industry internationally. Dedicated to serving the needs of dealers, manufacturers and service providers, AED provides advocacy, benchmarking, networking and professional development to members throughout the construction, agriculture, forestry, industrial applications, mining and power generation industries.

Our services and benefits are designed to strengthen and enhance the profitability and continuity of heavy equipment dealers by providing the tools, resources, networking and a powerful voice in Washington to help you remain viable, expand profits and plan for the future.

AED is comprised of three professional departments designed to meet all of your industry needs

The Association acts as the central organization providing members with benchmarking reports, regionally customized customer service, committee management, networking, and publications focused on the industry and its needs.

The Foundation enhances the success of AED members by encouraging continuous learning, providing educational opportunities for today’s employees and improving the quality and quantity of available employees for the future.

Government Affairs provides advocacy programs that effectively represent the industry’s interests and needs within the political landscape of the members’ home country. It also encourages personal involvement by the members in supporting the industry’s critical legislative issues.
MEMBER SERVICES

Manage your Business With These Special Programs and Services

**Specialized Insurance and Employee Benefits Packages**
Authorized and discounted insurance and retirement packages provided to members.

**Bill Collection Services**
Authorized and discounted collections services provided to investigate, negotiate and collect outstanding bills from your customers.

**Call Counsel**
Free legal hotline for AED members providing guidance on commercial, employment, and litigation-based legal questions.

**Dealer 20 Groups**
Noncompetitive dealers are matched by company size and customized to meet the needs of groups to discuss best practices, key financial engineering techniques, banking terms and financing options for the heavy equipment industry.

**Human Resources Helpdesk**
AED members receive free answers to employment-related issues and discounted HR services customized to meet the dealer’s needs.
CED Magazine and Member Directory
Free subscription to the industry’s leading magazine and annual member directory for the home office.

Digital News
Subscribe to Scoop, AEDnews, and Washington Insights for weekly and monthly updates on what is happening across all areas of the industry.

AED Members receive significantly reduced pricing on these exclusive industry benchmarking reports

Cost of Doing Business
The most up-to-date comparative financial performance information, available exclusively through AED, providing information that enables dealers to evaluate their operating results.

Employee Compensation Opportunities Handbook
The most comprehensive reference tool spanning numerous distribution industries and covering AED dealer positions, providing a benchmark for compensating your employees.

Job Descriptions
Prewritten descriptions of the 19 most common positions at a heavy equipment dealership, providing a benchmark for the work your employees provide.

Product Support Opportunities
The ultimate sales tool for every product support manager. This report is tailored to give distributors an inside understanding of where the business is going and why, while providing a detailed analysis of the customer service skills it will take to bring the lion’s share of product support work back where it belongs — the AED factory-authorized dealership.

Sales Compensation Report
Provides updated benchmarking information on compensation for sales, rental and product support representatives as compared to top-performing dealers throughout North America.

State Dealer Protection Laws
AED’s State Equipment Distributor Laws book is designed to provide a better understanding of a dealer’s basic legal rights and obligations under state statutes (free to dealer members).
Network with the Leaders in Your Industry

Summit
The AED Summit and CONDEX is the premier annual convention designed specifically for equipment distributors, with opportunities to see new products, meet with current and prospective business partners, attend educational seminars and network with your peers.

Financial Symposium
Presented by the AED Foundation, this annual conference allows distribution executives and managers the opportunity to meet and discuss issues with the financial powerhouses of the heavy equipment industry. Attendees earn continuing education credits.

Leadership Academy
Incoming and existing leaders throughout the heavy equipment industry come together each year at this two-day event to refine their skills and gain important insights.

Executive Forum
An intense two-day conference for senior-level managers and executives that addresses current industry trends and the latest issues faced by the heavy equipment industry.
THE AED FOUNDATION

Industry-Specific Professional Education and Workforce Development

The AED Foundation is continually working to develop and disseminate information that will enable you and your employees to grow your business. This translates into programs for everything from testing potential employees to certifying your managers.

Education is readily available to all of your employees, in any of your departments, no matter how large or small your dealership is. As an AED member, you receive substantial discounts on everything from certification programs to on-site training, self-study programs, seminars and webinars.

The AED Foundation is also making strides on behalf of the industry to encourage the creation of more AED-accredited colleges and recognized high-school programs to help develop a stronger technical industry workforce.
GOVERNMENT AFFAIRS

The AED Governmental Affairs department gives you a voice in Washington, D.C., and on Parliament Hill in Ottawa. We are working to strengthen markets and improve the business conditions for equipment distributors across North America.

The Government Affairs Program includes

**AAG**
The Advocacy Action Group is a group of leading AED members working to advance the equipment industry’s policy agenda by strengthening relationships between distributors and lawmakers.

**AED PAC**
The AED Political Action Committee (PAC) allows equipment distributors to speak with a common voice in the political process by helping to elect federal candidates who share the political goals of the equipment industry.

**US/Canada Fly-in**
AED’s Washington Fly-In is a two-day annual meeting that provides distributors with an opportunity to interface personally with national leaders. The Ottawa Federal Issues Briefing brings together AED Canadian members and political and business leaders to discuss business and legislative issues.

**Legislative Action Week**
Over the course of five days, this effort encourages industry stakeholders to send letters to Congress raising issues and stating industry positions on relevant topics.

For further information, contact your AED regional manager.
Regional Managers

**Michael Dexter**
Midwest / Eastern Canada
630-574-0650 ext. 327
mdexter@aednet.org

**Ben Yates**
Northeast / Southeast
630-465-4232
byates@aednet.org

**Phil Riggs**
Western Canada / West / Rocky Mountain
630-465-3622
priggs@aednet.org

**Kristin Crooks**
South Central
630-465-6647
kcrooks@aednet.org