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FOR IMMEDIATE RELEASE

AED Women in Equipment Conference Sets Record Attendance and Celebrates Industry Progress

Schaumburg, Ill.— Associated Equipment Distributors (AED) proudly announced the success of its 2025 Women in Equipment Conference, held September 17–19 in Chicago, Illinois. The annual event reached new heights this year, drawing a record-breaking 131 attendees representing dealerships, manufacturers, and service providers across all areas and levels of the equipment industry.

The conference featured dynamic programming designed to advance leadership skills, foster meaningful connections, and address the unique challenges women face in the workplace—while highlighting the critical role allies play in supporting lasting change.

A highlight of the event was the keynote session, *Likeable Badass: The Science of Winning the Status Game – A Fireside Chat with Alison Fragale & Lisa Rottmann*. Fragale, a research psychologist, award-winning professor, international speaker, and author, shared insights into workplace dynamics, influence, and confidence. She was joined by Lisa Rottmann, President of Stowers Machinery Corp., who brought valuable industry perspective and real-world leadership experience. Together, they delivered an engaging and inspiring conversation that challenged attendees to rethink how status, leadership, and opportunity are shaped in today's workplace.

Attendees praised the conference for its open and collaborative environment. “This is my fourth time attending, and I look forward to it every year,” said Kerri Courier, regional aftermarket manager at RDO Equipment. “The speakers are always insightful, and the networking is invaluable—especially with so many new faces this year. I highly recommend this conference as a meaningful way to connect, build relationships, and strengthen the presence of women in equipment.”

AED President & CEO Brian P. McGuire reflected on the impact of the event, stating: “*The 2025 Women in Equipment Conference was an incredible success and a testament to the strength, talent, and leadership that women bring to our industry.*”

The Women in Equipment Conference continues to be open to all who are committed to growing the presence of women in the equipment industry. By fostering dialogue, collaboration, and leadership development, the event plays a vital role in helping to advance both individual careers and the industry as a whole.

The 2026 Women in Equipment Conference will take place September 16-18, 2026, at the Kimpton Aertson Hotel in Nashville, Tenn. For more information on AED events and initiatives, please visit www.aednet.org.

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About AED: Established in 1919, Associated Equipment Distributors (AED) is a not-for-profit international trade association based in Schaumburg, IL representing companies involved in the sale, rental, manufacturing, and support of equipment used in construction, mining, forestry, power generation, agriculture, and industrial applications. AED enhances the ongoing success and profitability of its member companies through services and information including public policy advocacy, industry education & career development, industry research and analysis, and conferences.

Media Contact: Amy Will: awill@aednetorg / 630-286-1376