



— DRIVING RESULTS — FOR THE EQUIPMENT DISTRIBUTION INDUSTRY



ACCREDITATION:

The AED Foundation accredits postsecondary equipment technology programs and recognizes high school programs, ensuring a sustainable pipeline of qualified technicians.



CAREER PROMOTION:

The AED Foundation actively promotes rewarding career opportunities available in the equipment distribution industry. The AED Foundation programs offer not just job training but long-term career pathways and continuing education. To effectively address the technician shortage and the industry's image, it is important to continuously build industry awareness among students, parents, educators, and other stakeholders.



RESEARCH:

The AED Foundation is the leading organization funding industry-specific research to advance the importance of workforce development. This data is shared with legislators, educators, the media, and other stakeholders. Research is critical because it helps quantify the challenges the equipment industry faces and allows The AED Foundation to leverage the industry's influence to drive meaningful change and track emerging trends.

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BUILDING FOR THE FUTURE

To drive results for the equipment distribution industry and address the workforce shortage, The AED Foundation is building for the future by:

- 1 Actively working with industry and educational partners, as well as like-minded organizations, to promote rewarding career opportunities available in the equipment distribution industry.
- 2 Expanding The AED Foundation recognized high school initiative to help ensure that area college programs have strong enrollment and a pool of qualified incoming students.
- 3 Expanding The AED Foundation's network of accredited college programs across North America to ensure a sustainable pipeline of qualified technicians entering the workforce.
- 4 Enhancing industry-specific educational programs to the equipment distribution industry to help employees improve their skills, productivity, and knowledge to bring back to the business. The Foundation offers department-specific seminars, on-site education programs, certified manager programs, and webinars.



STRENGTHENING THE PIPELINE OF FUTURE EQUIPMENT TECHNICIANS

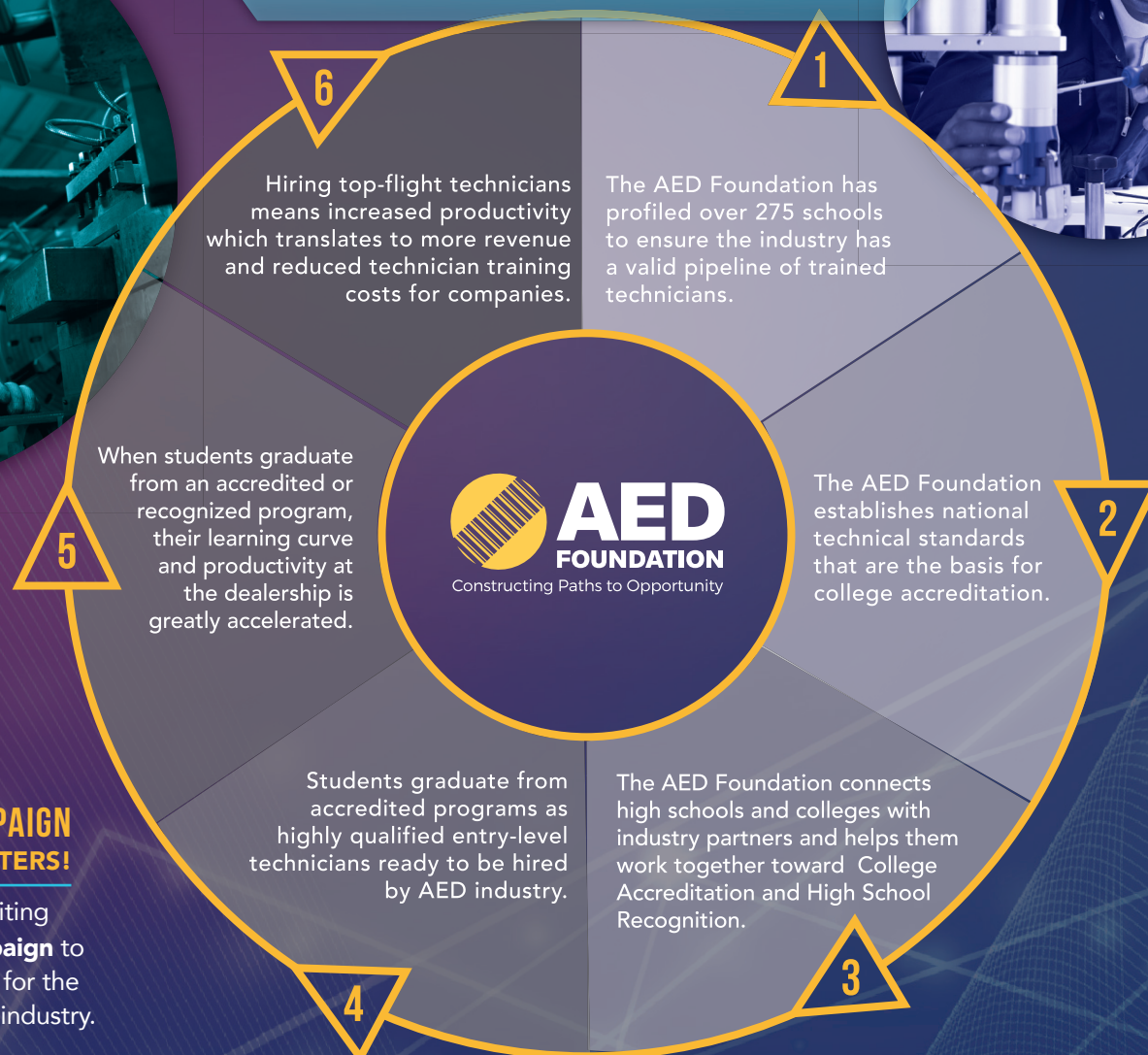
DID YOU KNOW?

The AED Foundation Technical Assessment & Industry Certified Technician is the first of its kind for the equipment distribution industry. The AED Foundation Technical Assessments evaluates technician knowledge of the critical functions outlined in The Standards for Heavy Equipment Technology published by The AED Foundation.

The questions as well as the standards that they are based on were developed by a task force of technical experts from across the industry, including manufacturers, distributors, and educators. Technicians can earn an industry recognized certification if they score 70% or higher. This demonstrates to employees the organization's commitment to development and recognition and can increase retention.

For more information, please visit aedfoundation.org.

THE AED FOUNDATION'S STRATEGY



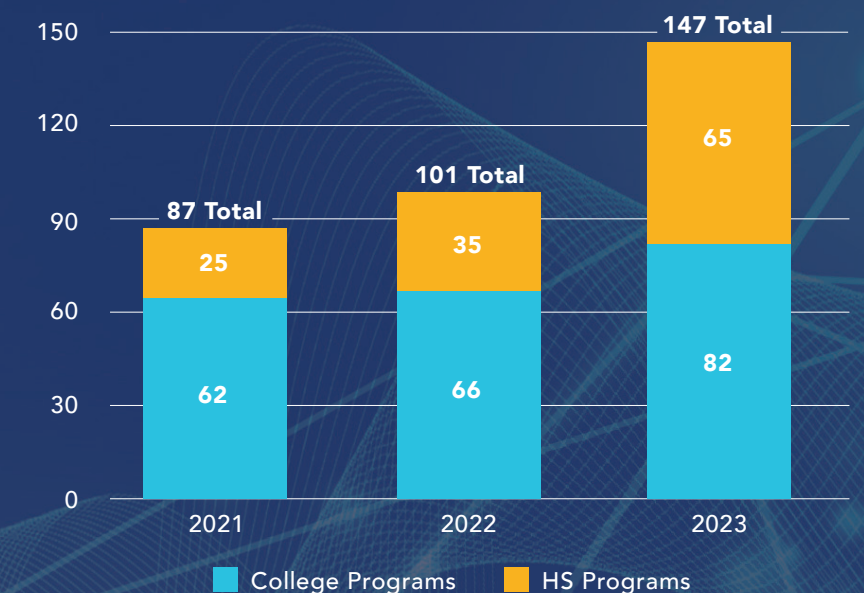
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YOUR INVESTMENT IS CRITICAL TO ENSURE THE AED FOUNDATION CAN ACHIEVE ITS 2023 GOALS:

- **ACCREDIT** 10 new college programs
- **RECOGNIZE** 30 new high school programs
- **EXPAND** career awareness opportunities

EXPANSION OF THE AED FOUNDATION'S ACCREDITATION/RECOGNITION PROGRAM



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WHERE YOUR INVESTMENT DOLLARS GO

2022 HIGHLIGHTS & ACCOMPLISHMENTS:

- 1 Expanded the AED Foundation's Accreditation / Recognition Programs by 20 programs, bringing the total to 107 programs (72 accredited college programs and 35 recognized high school programs)
- 2 Developed a playbook for dealers outlining how they can build a talent pipeline by attracting high school students to the industry. Through collaboration with industry stakeholders, targeted marketing efforts, and participation in career development events and activities, dealers can expose students to the industry early and create a stronger pipeline of skilled workers for their dealership.
- 3 In partnership with The University of Illinois Gies College of Business, the AED Foundation is conducting a research study quantifying the technician shortage on the United States economy. This is an update from the 2020 research project, and, with the findings of this study, the Foundation will utilize research conducted in early 2022 to address the technician shortage through secondary education.
- 4 The AED Foundation added the Used Equipment Management Certification online course, as well as hosted the first Used Equipment Manager Seminar in Minneapolis.

2022 FOUNDATION FINANCIALS



- Accreditation - 27%
- Career Promotion - 16%
- Professional Education - 50%
- Research - 7%

*Administrative and staff costs are included in each category.

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LEARN MORE ABOUT ALL OF THE RESOURCES THE AED FOUNDATION HAS TO OFFER AT AEDFOUNDATION.ORG.

To make a pledge today or for additional information, please contact
Jena Hencin at 630-468-5113 or jhencin@aednet.org.