



**For Immediate Release**

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## **NAMA Honors Dennis Slater with 2020 Ag Association Leader of the Year Award**

The National Agri-Marketing Association (NAMA) has named Dennis Slater, President of the Association of Equipment Manufacturers, as the 2020 Ag Association Leader of the Year.

This award recognizes outstanding achievement and excellence among senior executives who have made significant contributions to the agriculture industry in their roles with association or commodity organizations. Slater will be honored during the 2020 Agri-Marketing Conference, April 15-17, in San Diego, CA.

Dennis Slater leads the Association of Equipment Manufacturers (AEM), the North American based international trade group for the off-road equipment manufacturing industry, including agriculture, construction, forestry, and mining.

As president, Dennis oversees the strategic direction and operation of all Association programs. Dennis has propelled AEM's growth to over 1,000 corporate members, including 503 companies that manufacture agriculture equipment representing more than 200 product lines and \$32 million in annual revenue.

In 1985, just three years after joining the organization and only 27 years old, Dennis was named head of the CONEXPO exhibition. Dennis undertook aggressive moves with CONEXPO to reestablish it as the premier construction industry event. He brought all show management in house to save money and gain critical planning control. Dennis directly led the Association's exhibition activities for nearly 20 years. In 1998, he was named Construction

Industry Manufacturers Association (CIMA) president. In 2001 he helped lead the merger between CIMA and AEM's other predecessor organization, Equipment Manufacturers Institute. He has served as AEM president and secretary since its inception in 2002.

As AEM's members' success depends on that of the farmers throughout the country, Dennis drives an aggressive advocacy program and Ag Sector Board priorities that focus on the best interests of the farmers and Ag Equipment Manufacturers throughout the country and around the world. AEM, under Dennis' leadership remains committed to using its strong voice to not only advocate on behalf of our members, but also the ag equipment manufacturing industry as a whole.

### **About NAMA**

NAMA is the nation's largest association for professionals in marketing and agribusiness. NAMA has been encouraging and recognizing excellence in the industry for 60 years through initiatives such as Agribusiness Leader of the Year, Ag Association Leader of the Year and the NAMA Marketer of the Year. For more information, please visit [nama.org](http://nama.org) or contact Jenny Pickett at (913) 491-6500 ([jennyp@nama.org](mailto:jennyp@nama.org)).

### **About AEM**

AEM<<https://aem.org/>> is the North America-based international trade group representing off-road equipment manufacturers and suppliers with more than 1,000 companies and more than 200 product lines in the agriculture and construction-related industry sectors worldwide. The equipment manufacturing industry in the United States supports 1.3 million jobs and contributes roughly \$159 billion to the economy every year.

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