

AEMA Executive Director Board Report – April 14, 2026

Submitted by: Ann Kitt-Carpenetti

Reporting Period: March-April 14, 2026

Strategic Priorities – Current Focus and Progress

Knowledge Transfer & Organizational Infrastructure

- The principal contact we worked with at NorthUX has moved to a larger company, Reactiv, and has proposed to AEMA that we bring our business to Reactiv. ED has received a proposal, which includes a larger scope of work and more hours, which are needed to manage the projects and priorities for our membership database and certification platform. This additional expense will need to be considered with the 2026-2027 budget.
- Efforts to reduce manual data entry and streamline internal workflows has been challenging. National office manager roles and responsibilities have been added to the ED's work for past 9 months with minimal support.
- Documented processes: Convention responsibilities, Exam communication and application approval process, Manual orders, Sponsorship platform, AFCA program and schedule, Salary Surveying, Publication Updates. There are gaps in documented processes relating to governance, awards and policies that require attention, and have resulted in disruption. Bylaws not updated since 2022.

Critical Infrastructure & Technology

- AEMA website updates: membership and Convention registration launched on February 1 and Certification Exam June 15th, in-person exam registration closed April 1. In-person exam takers in June: 50 people, down by 22 compared to 2025.
- Advanced planning and configuration for a mobile event app (MYS) to support future AEMA events. Launch date expected by April 27. Trainings underway.
- Monitoring of manual inventory and fulfillment; inventory sufficient.
- AEMA Manual digitization project in progress. Committee working on second review, with goal to have completed edits back to Mark by April.
- ED maintaining shared filing system in OneDrive and in Outlook for all documents and reports. Document sharing and collaboration is critical to ensure historical documents and knowledge transfer is maintained.

Documentation & Publications

- Continued Manual edits, mailings, and fulfillment.
- 2026 CEU Manual updates provided for website by CEU committee
- Established 2026 Marketing Calendar, aligned with broader December–June membership communication strategy.

- Established 2026 Event Calendar
- Created a white paper for 2026 Salary Survey proposal
- Created an awards overview document in February 2026

Advocacy, Governance & Policy

- Presented White Paper on Bylaw recommended changes to Board in January
- Engaged Election Committee in February
- Presented proposed Bylaw Changes to Policies & Procedures in February
- Drafted positions descriptions for all proposed elected positions in February
- Drafted application form for Board candidates
- Developed w/ CSC a Vision Document for AEMA Certification for PFEMS.
- Attending SFIA Team Sports Conference April 27-28
- Secured a AEMA membership discount for SFIA Team Sports Conference.
- In communications with CFEMS leadership; invited to present via Zoom at upcoming meeting
- Presented to NEPSAC about partnership
- Proposed AEMA attendance at NACDA Convention
- Applied to speak at Sport Business Conference

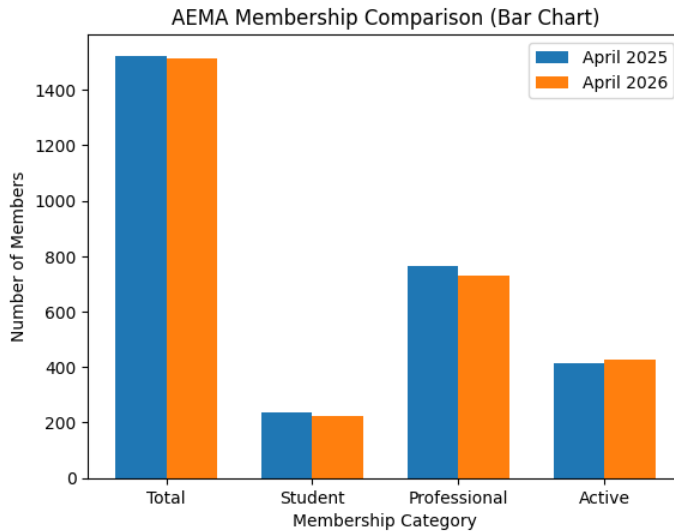
Summary of proposed Bylaw review and approval process:

- Board approves Governance Review (Summer 2025)
- ED drafts changes to bylaws w/ P&P review (January/ Feb 2026)
- Board voted in March, on 4 proposals for VP/ Secretary, Exec cmte, at-large positions and expanded qualification pathway for Board service. All proposals voted on were approved.
- Implementation – Pending per President
- Attorney review – Pending
- **Membership Communication Strategy (December–June)** developed to ensure clarity and establish cadence.
- Drafted white paper on Equipment Managers and Risk Mitigation – considering getting. Legal review and pairing with sign-on campaign with partner organizations in support of value of AEMA Certification.
- Wrote “Value of AEMA Certification” document, uploaded on website.

Member Service & Engagement

- Maintained new and renewing member correspondence, ensuring all new members were welcomed and connected with their respective District Directors. Seeking a more streamlined approach to this communication.

- Continued posting and promoting job opportunities. 25 jobs were posted between February -April 2026.
- District 5 mtg- January 2026, District 3 – Feb 16, District 3 – March, District 4 – April 7, District 6 – April 15, District 1 – April 21, District 2 – April 21-22, District 7 – April 24
- AEMA Mentorship Zoom - Topic Hiring - on 3/25 had 160+ attendees.
- AEMA HS Working Group Meeting monthly and focus on establishing goals that drive engagement, growth, value and visibility for high school equipment managers. Looking for representation on Programs and Education committee.



- Membership is stable with improving engagement among active members, but slight declines in key segments and a spike in lapses indicate a need to focus on retention and targeted growth strategies.

Certification, Exam, Education and Convention Updates

- See CSC report for metrics on Certification.
- 2026 AEMA Convention registration as of 4/6:

2026 Cincinnati Convention

Registration Numbers

	4/6
Rooms - Embassy	250
Rooms - Marriott	357
Block totals (1045)	607
Convention	
Registrants	179
Sponsors	13
Exhibitors	37

Link to Schedule: <https://equipmentmanagers.org/convention/2026-aema-convention-schedule-copy>

- 2026 AEMA Convention Planning Group meets bi-weekly with Ann, Meli, Scott Jess, Kelly, Anthony Martin and Emily.
- Convention responsibility tracking document outlines roles, timelines and deliverables for pre-event, during event and post event.

Corporate Relations, Sponsorship & Business Development

- Established 50+ new vendor prospects and contacts.
- Sponsorship Update: 13 new sponsorships sold:

	Number	Revenue
Platinum	1	\$35,000
Gold	1	\$20,000
Silver	2	\$10,000
Bronze	9	\$5,000
*5 sponsorship proposals are pending approval		

- Drafted Business Plan goals and FY27 Budget Timeline for Board review

Marketing, Communications & Outreach

- Career Boost and Rookie of Year Program Launching with Sponsor Riddell at end of April.
- Plan for **April newsletter** and coordinated social and digital communications.
- Continued execution of **structured membership communication plan** for Convention registration, membership, AFCA and certification exam opportunities.
- AEMA Manual digital edits underway with plans to make available online this Spring.
 - Instagram at 1.66k followers up from 1.3k followers in January 2026
 - LinkedIn at over 3k followers
 - Twitter at 4.1k Followers
- Votes conducted **Lifetime Achievement Award, Kilgore and EMOY**. Announcements and gift orders in process.

Administrative & Operations

- Monitoring of inbox, phone calls, member inquiries, meeting scheduling, reporting.
- **2026 event calendar.**