

Area Leader Receives International Business Honor: Bret Lieberman of New Holland Agriculture Elected a Director of Equipment Manufacturers Trade Group

Bret Lieberman, Vice President of New Holland North America, New Holland, PA, has been elected as a Director of the AG Sector Board of the Association of Equipment Manufacturers (AEM), the North American-based international trade group for the off-road equipment manufacturing industry (agriculture, construction, forestry, mining and utility sectors).

AEM officers and directors work on behalf of all member companies, giving their time and talent to provide strategic direction and guidance for the Association's business-development initiatives in areas including public policy, market data, and exhibitions, as well as technical, safety and regulatory issues and education/training.

"At AEM, we benefit from the support of our member companies and the dedication of their representatives who serve in AEM leadership roles," said AEM President Dennis Slater. "They help ensure Association programs continue to meet member and industry needs, and we appreciate their knowledge and participation."

About AEM

AEM membership comprises more than 900 companies and more than 200 product lines. AEM is headquartered in Milwaukee, Wisconsin, with offices in the world capitals of Washington, D.C.; Ottawa, Canada; and Beijing, China.

For more information on AEM and its services, visit www.aem.org.