



Equipment Marketing & Distribution Association

Your Partners for Agricultural, Outdoor Power, Light Industrial, and Forestry Equipment and related Parts/Components

Patricia A. Collins, Executive Vice President

FOR IMMEDIATE RELEASE –

FEWA-AIMRA BECOMES THE EQUIPMENT MARKETING & DISTRIBUTION ASSOCIATION (EMDA)

IOWA CITY, IOWA – The membership of FEWA-AIMRA has voted to change the association’s name to the Equipment Marketing & Distribution Association (EMDA), effective November 7, 2009.

The announcement was made by the President of the FEWA-AIMRA Board of Directors Joseph Jandrisch, President of aemscO, Inc., Minot, North Dakota, during the association’s annual meeting held November 4 – 7 at the Marriott Marquis Hotel in Atlanta, Georgia.

“Our goal was to create a new identity that conveys what this association is all about,” said Dan Peterson, President of Peterson Marketing, Inc., Sioux Falls, South Dakota, and newly-elected EMDA President.

The process to change the name began one year ago with approval of a consolidation of the Farm Equipment Wholesalers Association (FEWA) and the Agricultural & Industrial Manufacturers Representatives Association (AIMRA). The two groups merged to form the leading association devoted to the marketing of specialized equipment. The new association operated as “FEWA-AIMRA” while names were developed and reviewed over the past year. More than 50 names were suggested by the membership, and the submitter of the winning entry will receive one complimentary registration for the Association’s 2010 Fall Convention next year in Dallas.

The Association’s logo also underwent scrutiny with more than one dozen options reviewed. Feedback from the membership clearly showed a preference for a logo which used parts of the former FEWA and AIMRA logos.

With the development of a new name and logo completed, the branding process next focuses on creating the Association’s online presence with a new domain name and updated web site. While that process continues, information about EMDA will be available at www.FEWA-AIMRA.org.

– 30 –

The Equipment Marketing & Distribution Association (EMDA) is an association of member firms, located throughout the United States and Canada, who market specialized agricultural equipment, outdoor power equipment, light industrial equipment, forestry equipment or parts and components for those segments of industry.

www.FEWA-AIMRA.org • Box 1347, Iowa City, IA 52244 • PH: (319) 354-5156 • FX: 319-354-5157 • Pat@FEWA.org

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