



Equipment Dealers ASSOCIATION

Our first goal of the Women in Industry (WII) endeavor, to create the founder's Women in Industry group, was accomplished in September of 2020. This group is comprised of between eight and ten women in the highest level in dealership organizations and serve as mentors to women of other levels of dealerships. The founder's group meets monthly for an hour via video conference to discuss common business issues relating to women and the industry in general and discuss how to attract more women into the industry and ensure their success.

The founder's WII group will be the springboard for a novel mentoring program for women at all levels in a dealer organization starting in 2022. Similar programs have been extremely successful all over North America.

This group is not a political group and is not for male-bashing. **This initiative is for a group of women who are passionate about success in the male-dominated equipment dealer industry.**

FAQs

What is EDA's Women in Industry (WII)? The mission of the EDA Women in Industry initiative is to encourage and attract women to the equipment dealer industry by offering a network that nurtures professional success while furthering the mission of the EDA. Basically, it is a group of women who are working hard at helping more women be successful in the equipment dealer industry.

Are associate members allowed to participate? Currently WII is only available to women dealership employees.

How much does it cost to participate? There is no charge for participating.

Is this a big time commitment? No – it is typically one hour per month via video conference. It is well worth every minute. The takeaways are abundant.

How can I get involved? The founder's group for WII is comprised of women that are high level managers and owners of equipment dealerships. The members of this group agree to become mentors to women at all levels of the dealership organization. If you are interested in becoming a mentor or mentee or want to be part of a future WII group, please contact us.

Can men become members of WII? We are thrilled that there are men in the industry that want women to become more successful. We have created this group for women by women. We would love

to get male perspective as we move forward. This can be done through EDA's feedback loop or by contacting a board member.

What types of things are discussed within a mentoring relationship or the WII groups? Ways for member to become more successful in their current position as well as progress in their careers. Discussion of current challenges in the industry, current successes and success factors, work/life balance issues, handling difficult conversations, staying current in technology, professional development resources, ways to attract more women into the industry, etc.

How do the WII groups and mentors/mentees meet? We will be meeting virtually through video- and teleconferencing. Typically meetings will be once a month between a mentor and mentee. The founder's WII group meets monthly.

If I mentor, how many mentees would I have at one time? Mentors have up to three mentees at one time, but most typically agree to no more than two.

How long would I have my mentor? You are only committed to one year. We strongly encourage mentees to move onto a new mentor to get new perspective each year. If you mutually agree to meet beyond one year, you may do so.

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What does NOT happen in EDA's WII? There is no male bashing. There is no undermining authority at the dealership. There is no political agendas. There is no selling of goods and services. There is no discussion about pricing of equipment and services. Traditional anti-trust practices apply.

When will the mentoring program become available? We anticipate starting the mentoring program in early 2022.

How can I get more info on the WII? Email asalemo@equipmentdealer.org.