



# EquipmentDealers A S S O C I A T I O N

## Equipment Dealers Association Announces Women in Industry Mentoring Program

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**ST. LOUIS, MO (November 9, 2021)** – Today the Equipment Dealers Association (EDA), announced the launch of its newest workforce development resource, the EDA Women in Industry Mentoring Program. This novel mentoring program is an offshoot of the EDA Women in Industry initiative that was created last year. Similar programs have been extremely successful all over North America.

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. The EDA Women in Industry Founders Group, a group of women in c-level, general manager and dealer principal positions from EDA membership, have been meeting monthly since September and will act as mentors to interested women at other levels of dealership organizations. There is no additional charge for members to participate.

Anne Salemo, who worked in the equipment dealer industry for 30 years prior to retiring in 2019, is the facilitator for the EDA Women in Industry initiative as well as the mentoring program. “The mentoring program is for professional development in the construction and agricultural equipment dealers industry. This type of program can attract more women and help women move up the corporate ladder. With everything going on in the world right now, this initiative will provide a positive impact for the equipment dealership industry.”

“We’re seeing more women in dealerships and in leadership positions and we want to make sure those women feel welcome and empowered in their roles. This mentoring program will offer the participants career and professional development as well as growth opportunities in the future,” said Kim Rominger, President & CEO of EDA.

If you are interested in joining the Women in Industry Founders Group or would like information on becoming a mentor, please email [asalemo@equipmentdealer.org](mailto:asalemo@equipmentdealer.org).

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### **About EDA:**

Founded in 1900, the Equipment Dealers Association (EDA), is a non-profit trade organization representing retail dealers extensively engaged in the sale and service of agricultural, construction, industrial, forestry, outdoor power, lawn and garden, and/or turf equipment. EDA provides essential value to its members by enhancing the dealer-manufacturer relationship and advocating for a positive legislative and regulatory environment. EDA is headquartered in St. Louis, MO and is affiliated with regional associations located throughout the United States and Canada.

