



# AMC Continues its Quest

**For more than four decades, the Agricultural Manufacturers of Canada has promoted the growth and development of Canada's agricultural equipment and manufacturing industry.**

*By Lisa Kopochinski*

**R**ecognizing the need to remain relevant and add value to its supporters, the Agricultural Manufacturers of Canada committed to a productive strategic planning session last fall and identified several key priority areas.

Over the past months, AMC's board of directors and management team have been working on an operations plan and supporting tactics to implement growth and renewal in several areas, including industry lobbying, increased membership, service to members, and communications.

"We look forward to launching initiatives in these areas that will include provincial member meetings in Ontario, Manitoba and Alberta this fall," says Jerry Engel, AMC president.

"Working closely with the Canada West Equipment Dealers Association (CWEDA) and Agricultural Equipment Manufacturers (AEM), AMC has been an active participant in a review of the Alberta Farm Implements Act and Alberta Implement Dealerships Act. With input from AMC membership, a sub-committee has provided input to this review and looks forward to an upcoming meeting that should reveal the next steps in the process."

## **History and mission**

The Agricultural Manufacturers of Canada is a national member-driven organization—based in Regina—that is dedicated to sustaining a strong, viable and highly respected Canadian agricultural manufacturing industry.

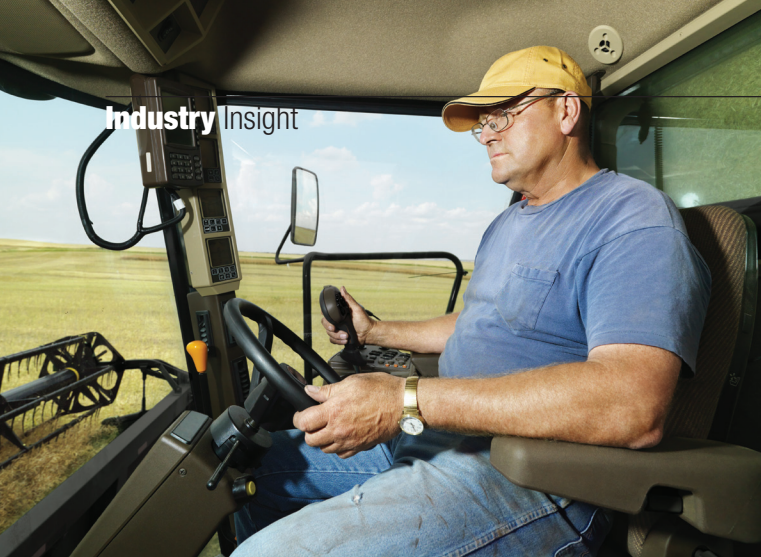
The AMC was initially founded in 1970 as the Prairie Implement Manufacturers Association (PIMA) when Canada's agriculture manufacturing industry had grown to a point where manufacturers needed a voice to speak to government. The industry had progressively and rapidly developed as an entity separate from that of commercial or industrial manufacturing. And the need for machinery that could meet the challenges of the Canadian climate and keep pace with the rapid settlement of large tracts of land was a key factor to this evolution.

In 2000, PIMA became known as PIMA – Agricultural Manufacturers of Canada, and, in 2006, a motion to change the name to the Agricultural Manufacturers of Canada was met with overwhelming support. From modest beginnings on the Prairies, the association has evolved into a nationally recognized organization representing more than 400 manufacturers and associated suppliers across Canada and the U.S. AMC also serves as a lobbying voice for the industry and offers a forum for the sharing of common interests, expertise and innovative thinking.

## **Safety and technology reign**

Safety issues remain immensely important to this tireless organization with ongoing site-specific training in Manitoba and Saskatchewan. Agricultural manufacturers contribute to the AMC Safety Program through the Workmen's Compensation Board in both provinces, which provides the majority of funding for this program.

"Rate-paying AMC members can access preferential service and lower (usually free) costs for individual courses," says Engel.



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“And there are considerable advantages for members, particularly those with significant training needs.”

As the industry continues to seek cutting-edge technology to build bigger, more efficient and durable equipment, AMC members persevere in their efforts to look to technology to fill gaps in available labour and provide more effective performance as research and development efforts become ever more important.

AMC also has a key partnership with the Prairie Agricultural Machinery Institute, which has operations in Humboldt, Saskatchewan and Portage La Prairie, Manitoba. AMC members are eligible for a significant discount at PAMI, long considered one of Canada’s leading applied research, development and testing organizations. PAMI also serves manufacturers in the advancement of technology in agriculture through research and development.

**Near future and beyond**

As for the near future, AMC is proud to be holding its 41st annual convention and trade in Regina in mid-June. With an agenda focused on the theme, “How Strong is Your Corporate Value Chain,” key areas of planning, people, pricing, product and promotion will be explored.

Heading the list of presenters will be well-known Saskatchewan business analyst and popular speaker Paul Martin who will discuss transition planning. Joining Martin will be a line-up of experts offering insights into sales training, human resource management, foreign exchange, supply chain management and leading-edge promotional techniques.

“We consider it to be one of our strongest convention agendas, and we will supplement the business sessions with an awards luncheon honouring 11 AMC members who are celebrating 25 years with our organization,” adds Engel.

Held in conjunction with the Western Canada Farm Progress Show (WCFPS), the AMC evening trade show will be the focal point of the WCFPS International Business Reception, hosting more than 500 visitors that include key industry partners, VIP farmers and foreign buyer delegations from around the globe.

Looking out one to three years from now, Engel says plans include keeping the organization relevant and moving forward in a strong pattern of growth and development.

“We have been developing a number of tactics to support short, mid- and long-range business strategies that will build stronger communications, enhance our member services, increase industry involvement and grow our membership base. One example is the use of new media to communicate with members and promote AMC messaging. Another is the plan to host member business networking events in Alberta, Manitoba and Ontario in 2011 and 2012. We have many things in the works.” ♦

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