



ASSOCIATION OF  
EQUIPMENT MANUFACTURERS

**MEDIA ADVISORY**  
September 25, 2009

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**EQUIPMENT WORKERS “START UP” CAMPAIGN TO URGE FOR  
TRANSPORTATION INVESTMENTS, JOBS**

*“Start Us Up USA!” Caravans Heavy Construction Equipment Down Las Vegas Strip*

**WHAT:** A rally of construction equipment workers and other allies will be held in Las Vegas to launch *Start Us Up USA!* This national grassroots campaign calls on the federal government to reauthorize transportation funding for our roads, bridges, transit and rail to spur a jobs recovery now. At the conclusion of the rally, a caravan of idle heavy construction equipment will parade down Las Vegas Boulevard.

**WHY:** A scarcity of new federal funding for transportation improvements is contributing to a deep depression of the construction equipment industry and significant job loss. Companies all over the nation like Las Vegas’ Cashman Equipment Company, one of the largest privately-owned employers in Nevada, are seeing sales down by 50 percent. Representatives of the construction and equipment industry will call on the federal government to move now to reauthorize Federal transportation funding which expires on September 30th., They will also release a new report from IHS Global Insight detailing brand new economic data that highlights the problems and discusses how critical infrastructure projects are critical to increase safety, ease traffic congestion and strengthen our nation’s competitiveness, like the much needed improvements underway to Interstate 15 through Las Vegas.

**SPEAKERS:**

- Toby Mack, President and CEO, Associated Equipment Distributors (AED)
- Dennis Slater, President, Association of Equipment Manufacturers (AEM)
- MaryKaye Cashman, Chairman and CEO, Cashman Equipment Company
- Other local business leaders who understand the importance of transportation investments

**WHEN:** Tuesday, September 29, 2009, 10 a.m. with a formal presentation

**WHERE:** Las Vegas Convention and Visitors Authority, 3150 Paradise Road, Gold Lot 4—  
Intersection of Paradise Rd. and East Convention Center Drive

**DETAILS:** Following formal remarks, heavy construction equipment will “start up” its engines and caravan down the Las Vegas Strip

**RSVP:** Please RSVP to Rick Bourgoise at [rbourgoise@stratacomm.net](mailto:rbourgoise@stratacomm.net) or 248.824.8210 by Monday, September 28

**VISUALS:**

- Caravan of idle construction equipment on Las Vegas Boulevard
- Dozens of local construction workers rallying to protect their jobs
- Display of several new pieces of construction equipment that remains unsold due to the construction downturn

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The Association of Equipment Manufacturers ([www.aem.org](http://www.aem.org)) is the North American-based international trade association for the off-road equipment manufacturing industry serving the construction, agriculture, forestry, mining and utility markets. AEM is headquartered in Milwaukee, Wisconsin, with offices in Washington, D.C., Ottawa, Beijing and a European presence in Brussels. It represents more than 800 companies.

The Associated Equipment Distributors ([www.aednet.org](http://www.aednet.org)) is an international trade association representing companies involved in the distribution, rental and support of equipment used in construction, mining, forestry, power generation, agriculture and industrial applications.