



TECHNICIANS FOR TOMORROW

Investing today for a strong workforce tomorrow

INVEST IN STUDENTS

In communities across North America, equipment dealers are struggling to attract and retain skilled service technicians. This need may be even greater in rural communities that often lack career readiness programs for young people. The significant workforce gap across our industry has left dealership groups needing to hire an average of five service technicians each to support operations RIGHT NOW.

For decades, the Equipment Dealers Foundation has funded workforce development initiatives to support the long-term needs of our industry. Our newest and most significant effort, **Technicians for Tomorrow**, will raise awareness among parents and educators – key influencers of middle and early high school students - of the benefits enjoyed by service technicians, and inspire their children and students to explore these careers by focusing their skills at an early age. In doing so, we will bring greater visibility to our industry, help close the skills gap, provide meaningful career opportunities for young people, and make a critical investment in the future of our field.

INVEST IN OUTREACH

The need for skilled service technicians is urgent, but we know change won't happen overnight. It will take a long-term investment in outreach and recruitment strategies today to achieve a stronger workforce for tomorrow.

Already **Technicians for Tomorrow** has reached almost 750,000 people residing near an EDA member dealership, through social media ads and videos. More than 250,000 people, including students, teachers, and parents, have watched our awareness videos through to completion. And more than 400 people have downloaded our resource kits and signed up to receive the newsletter.

We are committed to these efforts to promote career opportunities for service technicians within the Agriculture industry, but we need your help.

LEARN MORE

www.equipmentdealer.org/workforce-development/awareness



“It makes me really proud, and to be able to do something that not everyone else can do makes me want to do it even more.” - Jacob Sydenstricker Nobbe Partners



“It is very awesome helping someone out. I know that without us, the farmers wouldn't be going today.” - Jesse H&R Agri-Power



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INVEST IN THE FUTURE

The Equipment Dealers Foundation has launched a \$300,000 philanthropic campaign to fund **Technicians for Tomorrow** for the next five years and ensure we can sustain and enhance our outreach strategies and engage more students across North America. This includes boosting dealership recruitment efforts by connecting students directly to equipment dealers in their community. Maintaining and growing these efforts will establish a strong foundation for the future of our industry.

Through these efforts and other workforce development initiatives of the Foundation, we envision a future where the skills needed to excel as a service technician are taught as part of a STEM curriculum throughout North America.

With 100% financial and ideologic support from both the Equipment Dealers Association and Foundation Boards of Directors, we invite you to join us today and help change the landscape of our workforce for years to come.

GET INVOLVED

To learn more about Technicians for Tomorrow or to support the campaign, contact the Equipment Dealers Foundation:
jdykes@equipmentdealer.org | 636-349-6205

MAKE A DONATION:

www.equipmentdealer.org/supportEDF

