



What AOE's Clients are Saying

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For more than 15 years, we've counted on AOE to help support our public relations, social media and marketing efforts to promote the Auction and the CIM program. The AOE Team was, and continues to be, an important part of our success.

Nicole Maher

Executive Director, National Steering Committee

Concrete Industry Management (CIM)

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ACPA's strategic plan prioritizes supporting promotion and broadening our communications efforts. AOE has quickly proven to be an instrumental partner in helping the American Concrete Pavement Association meet our goals on behalf of our members, Chapter/State network and the concrete pavement industry. They always deliver.

Laura O'Neill Kaumo

President/CEO

American Concrete Pavement Association (ACPA)

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AOE's far-reaching relationships with numerous cement and concrete-oriented associations makes collaboration with AOE all the more effective.

John Roberts

Executive Director

International Grooving and Grinding Association (IGGA)

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AOE's partnership with ACI combines top-tier marketing and management expertise with ACI's resources, driving industry growth and delivering unmatched value to clients.

Frederick H. Grubbe

Executive Vice President

American Concrete Institute (ACI)

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The Concrete Masonry Checkoff organization was more than a decade in the making, so when that vision became reality, there was a lot of pressure to get things right. We chose AOE for their experience knowing they could jump right in and help make sense of all the moving pieces. They've been a true extension of our leadership team and I'm so appreciative of their professionalism and expertise.

Kim Spahn

CEO

Concrete Masonry Checkoff

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I really appreciate the responsive way that AOE has worked to collaborate and engage with us in our rebranding project. They have walked with us every step of the way with support and enthusiasm.

David Perkins

Vice President, Government Affairs and Communications

Heidelberg Materials

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As part of our mission, ACI Foundation makes strategic investments in ideas, research and people to create the future of the concrete industry. AOE is not only a generous donor, but also a valued marketing partner who helps us tell the stories of the people and research we support to ensure the industry is always advancing. We can count on AOE to help us broaden our reach to attract potential industry partners and donors.

Ann Masek, CAE

Executive Director

ACI Foundation



“When PRO was launched, we needed to find effective ways to introduce our Center and its mission to the AEC industry and promote the benefits of membership to all professions in construction. The AOE Team expertly helped us gain interest through creation of impactful videos that we still use to help educate and build our audience. Before PRO, I had previously worked with AOE and have always found the team to be an excellent source of marketing support and guidance.

Phil Diekemper

Executive Director

PRO: An ACI Center of Excellence for Advancing Productivity

“AOE did a great job with our airport pavement PR articles and I was pleased to be able to contribute. The article with testimonials gathered from our industry and government partners is one of a kind... I can't think of a stronger endorsement of bidding concrete for general aviation airports in my 30+ year career! I believe the articles along with the on-going research (thin and resilient) in airfield pavements will continue to pay dividends for many years to come.

Greg Dean

Executive Director

American Concrete Pavement Association - Southeast Chapter (ACPA-SE)

“It has been a real pleasure and learning experience to work with the AOE Team. They have assisted our organization with strategic planning, updating and creating new marketing materials, and social media and have done an excellent job. We are benefiting from their expertise and have improved the quality of our marketing efforts to the industries we serve.

Marcel Danos

Business Development

Waldemar S. Nelson & Company, Inc.

“AOE is an integral part of our marketing efforts at American Highway. Their team of professionals is very good at what they do, and I rely on them heavily to help create meaningful content. The experience and knowledge they have of our industry is such an advantage to an infrastructure-related company needing marketing help. Partnering with AOE is a good investment. They will enhance and grow your brand in whatever industry you serve. You can trust they will keep your company on the leading edge of current and effective marketing strategies.

Ron Meskis

CEO

American Highway

“AOE has been absolutely instrumental in the success of our recent project. We couldn't have done it without their incredible support! AOE's organization and outstanding communication made all the difference. It's been an absolute pleasure working with AOE—thank you so much!

Alicia Hodges

Program Director

Concrete Masonry Checkoff

“AOE has been indispensable to NEU from day one. By helping NEU with recognition and publishing our achievements, to creating our important information resources such as our website, AOE has been there every step of the way. NEU has grown in recognition and respect due to partnering with AOE.

John Glumb

Acting Executive Director

NEU: An ACI Center of Excellence for Carbon Neutral Concrete

“AOE is such a valuable asset for us! The AOE Team played an integral part of our success in launching an industry-wide job site safety campaign—from brainstorming key messaging and developing a dedicated website and informational materials to organizing press conferences and connecting us with editors. We are a busy association with a small staff that juggles many initiatives to help continuously improve the concrete pumping industry, and we are grateful for the support AOE provides.

Christi Collins

Executive Director

American Concrete Pumping Association (ACPA)

“AOE is a fantastic partner to the Great Lakes Cement Promotion Council. As our association management firm, they ensure our board and membership can be focused on promotional efforts, while AOE handles the administrative functions of our association. We highly recommend AOE.

Toby Knott

Chairman

Great Lakes Cement Promotion Council (GLCPC)

“Thank you for putting on a great Leadership Summit. There was a good variety of very informative topics. It was great to connect and share resources among the group.

Cherish Schwenn

Executive Director

Wisconsin Ready Mixed Concrete Association (WRMCA)



“For over 20 years, I’ve been professionally associated with AOE, and throughout this period, we’ve increased visibility and engagement by consistently securing key positions in various industry-specific publications. These efforts have enabled our organization to reach diverse target audiences with our messaging. I recommend any firm looking to enhance their public relations, thought leadership and marketing efforts, consider collaborating with AOE.

■ **Brian Gallagher**

“We’ve been working over the past year to streamline our process for developing content for and executing ACPA’s magazine. I’m delighted to say that we’ve landed in a really great place in terms of process, thanks in no small part to AOE’s leadership. I’m really pleased with the way the process is going and, and we are seeing great results!

■ **Vickie Spielman**

Director, Membership and Marketing
American Concrete Pavement Association (ACPA)

“The dedication and problem-solving skills your event services crew have are nothing short of extraordinary. When I couldn’t access the agenda, immediately action was taken and the issue with the app was resolved on the spot. Later, when our exhibit materials were caught in a logistical bind due to missing credentials, things were once again handled flawlessly. Having organized hundreds of meetings and participated in major conventions, I understand how thankless and demanding event planning can be. Yet, every challenge was tackled with grace, professionalism, and a ‘get it done’ attitude. Turning chaos into calm; and that’s why I felt compelled to write a thank-you note—truly exceptional work.

■ **Tarek Khan, FACI**

Associate DBIA
Master Builders Solutions Admixtures US LLC

“ASCC is incredibly grateful for the opportunity to work alongside AOE at the 2025 World of Concrete. Their unwavering “can do” attitude was instrumental in elevating our booths, meetings, and events to new heights. No task was too big or too small—they tackled every challenge with dedication and expertise. Their support was truly game-changing, and we appreciate all they did to help make this event a success!

■ **Ray Hefner, MA, CAE**

Executive Director
American Society of Concrete Contractors (ASCC)

“In the short time working with AOE, RCI has seen significant improvement to our social brand, as well as the professionalism that we portray socially. Through AOE’s team we’ve been able to collaborate to ensure that the content we share is aligned with our mission and core values, while remaining attractive to the social viewer. They consistently perform for us at a high level, it has been great a partnership. Every member of the AOE team are exceptional people, not just as business partners but as human beings. They make you feel cared for and go out of their way for their clients. We would highly recommend anyone interested in their services to acquire and bring them on ASAP!

■ **Gus Reede**

Construction Manager III
Reede Construction Inc.

“Thank you so much for presenting on Protecting and Promoting Your Brand at the 2024 Illinois & Wisconsin Ready Mixed Concrete Associations’ Convention. The information was very timely and feedback from the attendees was positive. I look forward to working with AOE in the future.

■ **Cherish Schwenn**

Executive Director
Wisconsin Ready Mixed Concrete Association (WRMCA)

“AOE’s team is instrumental in keeping the IGGA relevant and top of mind with our growing audience. Their processes are streamlined and allow regular technical updates and publications to be broadcasted around the world, with minimal time commitment from our own staff.

■ **Nick Davis, PE**

Director of Technical Services
International Grooving and Grinding Association (IGGA)

“AOE has been a great marketing partner for the American Concrete Pumping Association. In fact, the AOE team played an integral part of our success in launching an industrywide job site safety campaign—from brainstorming key messaging and developing a dedicated website and informational materials to organizing press conferences and connecting us with editors. We are a busy association with a small staff that juggles many initiatives to help continuously improve the concrete pumping industry, and we are grateful for the support AOE provides.

■ **Christi Collins**

Executive Director
American Concrete Pumping Association (ACPA)

