



WORK WITH THE TEAM THAT INVESTS IN YOUR INDUSTRY

Providing best-in-class management, operations, financial, member and marketing consulting services.

Tighter budgets, return on investment demands, more to do with less time. These are just some of the challenges organizations face today. The Advancing Organizational Excellence (AOE) team understands these challenges. Instead of simply implementing tactics, we work with you to develop a strategy that helps accomplish your goals.

AOE has decades of experience serving associations and companies in technical industries. From full association management to consulting services ranging from marketing and event planning to HR and strategic planning, AOE has a team of 90-plus employees with hands-on, real-world experience.

**AOE invests 100% of our profits back in the industries we serve.
So, we ask, “What can AOE do for you today?”**

TESTIMONIAL

“AOE has become a valuable member of the Concrete Industry Management (CIM) Marketing Team. Their performance, knowledge, professionalism and creativity are an asset to CIM. We rely on them as a true partner. I am most impressed with their deep understanding of our industry. That understanding, coupled with their marketing and public relations savvy and strong work ethic, sets AOE apart.”

BRIAN GALLAGHER

Marketing Chair of Concrete Industry Management, www.concretedegree.com

THE AOE TEAM

38800 Country Club Drive, Farmington Hills, MI 48331 | +1.248.516.1102 | info@aoeteam.com | www.aoeteam.com

Association Management
Strategic Planning
HR and Financial Services
Marketing and Public Relations
Customer Service
Crisis Communications
Diversity, Equity and Inclusion (DEI) Planning and Training

Meetings and Events
Training and Development
Website Consulting
Electronic Communication
Video Production
Graphic Design and Fulfillment



TESTIMONIALS

“It’s a pleasure to work with the AOE team. They have our best interests at heart, are easy to work with and produce quality results. Their team is responsive, willing to do what it takes and timely in delivering relevant articles, case studies and news releases. When we have tight deadlines, they welcome the challenge with a positive attitude. We are fortunate to have AOE as an extension of our team.”

JANET ONG

Marketing Director for CTS Cement Mfg. Corp., Rapid Set® Products
www.ctscement.com

“As an engineering-based, technically oriented trade association, the world of marketing and public relations seemed an unfamiliar and daunting space to enter. Working with AOE has simplified this transition and allowed us to better communicate key messages and product offerings to our customers. Their knowledge of the concrete industry and willingness to integrate key staff within the association’s operations have allowed us to realize our full marketing potential in a matter of a few short months. Partnering with AOE is one of the best business decisions we have ever made.”

JOHN H. ROBERTS

Executive Director of the International Grooving & Grinding Association
www.igga.net

“We’re very pleased with our first webinar with AOE. Everything went seamlessly, and the team was great to work with. The webinar was very well-received by our audience, and the feedback from the participants has been outstanding. Many of our attendees have told us they want to see more webinars. We gained a lot of great leads for our company and are looking forward to our next webinar.”

CARI MAY

Marketing Manager, Coldspring
www.coldspringusa.com

REPRESENTATIVE CLIENTS

ASSOCIATIONS

- American Concrete Institute
- American Concrete Institute Foundation
- American Concrete Pavement Association NW
- American Concrete Pavement Association Colorado/Wyoming Chapter
- American Concrete Pipe Association
- American Concrete Pumping Association
- Association for Advancing Automation
- Concrete Industry Management
- Extollo
- Great Lakes Cement Promotion Council
- International Grooving & Grinding Association
- Masonry Institute of Michigan
- Michigan Concrete Association
- Minnesota Prestress Association
- Minnesota Concrete Council
- National Ready Mixed Concrete Association
- Natural Stone Institute
- Ohio Concrete
- PCI Midwest
- Post-Tensioning Institute
- Precast/Prestressed Concrete Institute
- Seal/No Seal
- Slag Cement Association
- Stream + Wetlands Foundation

INDUSTRY

- Aircraft Belts, Inc.
- Anser Advisory
- Axalta Coating Systems
- Ceko Concrete Construction
- Coldspring
- The Coleman Law Firm
- CTS Cement
- Doka
- Graycor
- HAWA
- Lehigh Hanson
- M.A. Industries, Inc.
- Madison Concrete Construction
- Nelson
- Parker LORD
- Quality Saw & Seal, Inc.
- Rieck Services
- Skyway Cement
- St. Marys Cement
- Superior Materials
- Tribco Construction Services
- Votorantim Cimentos



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