



# 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.

**Brian Gallagher**

Marketing Committee Chair, 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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Thanks to AOE for all that you do for us! We wouldn't be here today without the great support we have gotten along the way from AOE.

**Vince Messerly**

President

*Stream + Wetlands Foundation*

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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*

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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)*



“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*

“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*

“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.

**Dean Frank, PE**  
Executive Director  
*NEU: An ACI Center of Excellence for Carbon Neutral Concrete*

“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*

“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 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)*

“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*

“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*

“So glad we have AOE working with us on our PR activities. This is pure value in us getting so much coverage about our new brand, plant expansion and sustainability message.

**Lori Tiefenthaler**  
Senior Director of Marketing  
*Heidelberg Materials*

