



AOE PORTFOLIO

# ASSOCIATION MEMBERSHIP

## ABOUT AOE



With roots dating back to the early 1990s, Advancing Organizational Excellence (AOE) is an association management, event planning and marketing consulting firm with unique expertise in the design and construction industry.

Our 80-plus team members have experience in all aspects of business in this industry, ranging from strategic planning and operations to membership, marketing, certification, training, code advocacy and adoption and more.

AOE is committed to providing best-in-class services and putting our profits right back into the industries we serve. When you hire AOE, you invest in yourself, and you invest in your industry.

In a world of constant connection and endless choices, non-profit organizations face an unprecedented challenge: capturing and holding the attention of potential and current members. The landscape has shifted dramatically, with evolving membership expectations and the urgent need for digital transformation to reshape how associations engage with their communities. Success is no longer just about a compelling mission; it requires a sophisticated, data-driven strategy to cut through the noise, demonstrate value, and build lasting relationships. This new reality demands innovative thinking and expert execution to turn passive supporters into passionate advocates. It is essential that associations develop membership programs that attract, engage, and inspire loyalty for years to come.



AOE has extensive experience helping our association clients cut through the clutter and noise. This portfolio showcases examples of many recent membership programs we have developed on behalf of and in conjunction with our association clients. Within these pages, you will discover a collection of success stories that highlight our expertise across the full membership lifecycle—from strategic recruitment campaigns that resonate with new audiences to sophisticated retention programs that deepen member engagement and foster community. Each case study demonstrates our commitment to delivering measurable results and creating sustainable growth for the organizations we serve.

### CLIENTS FEATURED IN THIS PORTFOLIO

- [Concrete Foundations Association \(CFA\)](#)
- [NEU: An ACI Center of Excellence for Carbon Neutral Concrete](#)
- [Post-Tensioning Institute \(PTI\)](#)





# Concrete Foundations Association

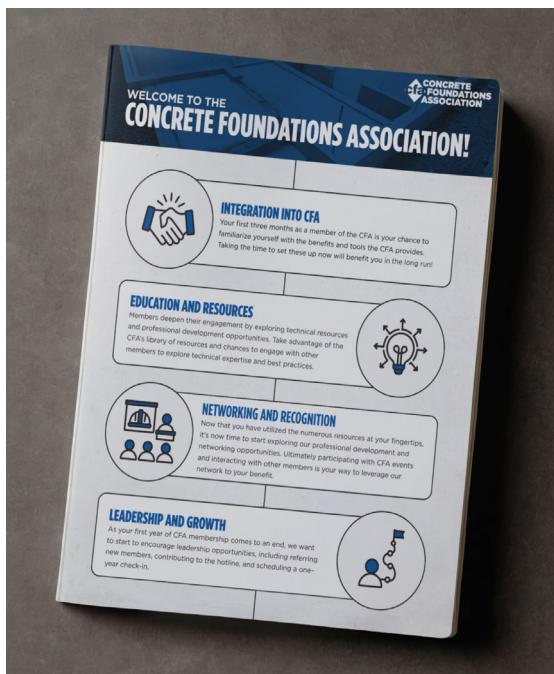
## THE CLIENT

The Concrete Foundations Association (CFA) is the national association for cast-in-place concrete foundations, serving as a leading resource for contractors, suppliers, and professionals across the industry. The Association is dedicated to advancing the cast-in-place concrete industry through education, codes and standards development, technical resources, networking, and advocacy.

## MEMBERSHIP CAMPAIGN AND RETENTION PROGRAM

In recent years, CFA has placed a renewed focus on strengthening the membership experience and building long-term value for contractors and national suppliers alike. The CFA has maintained a strong and engaged membership that values the Association's technical expertise, community, and leadership in the industry for 50 years. While the CFA has always benefitted from a dedicated base of long-time members, an ever-changing technical landscape, and the need to attract and engage the next generation of professionals created a clear opportunity to evolve CFA's approach to membership.

To support this evolution, AOE has worked closely with CFA to clearly define and communicate the benefits of membership in ways that resonate with both prospective and current members. Rather than viewing CFA as simply a networking group, AOE has positioned the CFA as a business partner, one that delivers tools, resources, and connections designed to help member companies grow and thrive.



# Concrete Foundations Association

From this insight, AOE helped CFA develop and produce:

- **Membership One-Pagers** – Concise, audience-specific resources that clearly define the value of membership for contractors, national associates, and consultants.
- **Membership Surveys** – Regular surveys designed to capture feedback from members, ensuring CFA continually adapts, builds on its strengths, and addresses opportunities for improvement.
- **Concrete Facts Magazine** – The Association's flagship publication, providing a platform to highlight member expertise, share technical content, and reinforce CFA's role as the voice of the industry.

At the same time, AOE has led efforts to rejuvenate CFA's public image and increase visibility across digital platforms. By elevating CFA's presence on social media, reinforcing consistent messaging, and expanding awareness campaigns, AOE is ensuring that the broader industry recognizes the full scope of what CFA delivers. This strengthened presence is helping attract the next generation of contractors and suppliers.



## Why Membership Matters

### Carr Concrete Construction: Strengthening Connections and Sharing Expertise Through CFA Membership

BY TRENTON RAY, MEMBERSHIP & MARKETING DIRECTOR

“We really enjoy CFA events and education at World of Concrete, and just recently experienced our first concrete retreat. These events give us an excuse to take a step back from the day-to-day and inspire with like minds. We have these events and let the good talking with fresh insights when we get back to our jobs.”

When asked what they would say to other contractors considering membership, Carr Concrete was clear: CFA is invaluable. “Honestly, every year our membership renewed count is in question. It’s like any purchase, but every year we remember all the resources we have made and continue to make. CFA is the ally that keeps us all connected, and to us, that alone makes our membership worth it. If you’re on the fence about membership, giving it a try is the first step. Find another member like we did who can help you get all that you can out of your membership. You won’t be disappointed.”

Through hosting the executive retreat and actively participating in CFA programs, Carr Concrete Construction amplifies how membership can strengthen networks, foster knowledge-sharing, and elevate both people and projects across the industry.

Since joining the CFA, Carr Concrete has expanded its reach beyond its local area. “Before CFA, Carr Concrete didn’t have an ‘area,’” they explained. “Since joining CFA, we have introduced to many other contractors across the country. The CFA has given us the opportunity to compare with the best of the best for Project of the Year, showcasing our work on a national scale.”

However, the standout benefit for Carr Concrete has been access to and relationships building with top-tier vendors. “Working with vendors like Western Forms, Concrete Concrete Forms, Crane and Equipment, and King Equipment, just to name a few, has given valuable insight and education on new technology and the up-and-coming products of our industry.”

Carr Concrete credits CFA events and programs for helping them stay back, learn, and apply new ideas to their business.

[cfaconcretepros.org 19](#)

## Caught in Action

A Thompson Concrete, excellence starts with people, and Steve Hansen and his crew continue to prove that every day. Using not only the company's mission “to protect and preserve our team to create the best possible experience for clients, contractors and families,” but also the company's commitment to safety, they are building what it means to build with purpose and pride.

Steve, along with Assistant Crew Lead Marlon Perdomo and Matt Tyeke, William Talbot, Bryan Garcia and Elmer Hernandez, has built a reputation for getting the job done right to schedule, on budget. Their teamwork and attention to detail keep projects running smoothly and set the standard for quality on every pour.

However, it's this perseverance that truly shines. Whether they're facing unpredictable weather or tight deadlines, they never back down. They tackle every challenge with grit, energy and professionalism. Their consistency and drive make them not just a team, but a force to be reckoned with. The strength of Thompson Concrete's culture is a result built on trust, integrity and shared commitment to excellence.

“We never like the idea of representing the best of Thompson Concrete,” the company said. “We intend to have them out there representing our values on the job site.” These values are at the center of Thompson Concrete.

“Our people are our greatest asset,” the company added. “Many of our team members have grown from their daily, which is a great but powerful role in how we support one another and approach our work. We strive to create an environment where everyone feels valued, not just for what they do, but for who they are. This sense of purpose and commitment is what drives us forward.”

At Thompson Concrete, crew like Steve's are more than just part of the team. They're the heartbeat of the company. Their dedication and positive example remind us that great concrete work starts with great people.

Do you have photos of exceptional work or aspects of your business “caught in action” you would like to nominate? Send them directly to CFA Membership Director, Trenton Ray, at [trenton.ray@cfaconcretepros.org](mailto:trenton.ray@cfaconcretepros.org).

[cfaconcretepros.org 20](#)

## Staying Connected

### How CFA Members Can Make the Most of Social Media

BY TRENTON RAY, MEMBERSHIP & MARKETING DIRECTOR

Social media has become one of the best ways to stay connected with everything happening across the Concrete Foundations Association. Between events, publications and new initiatives, there's always something going on, and our social channels have become the go-to place to keep up with it all. From industry updates and technical resources to project highlights and member spotlights, CFA's social platforms make it easy to stay informed and involved year-round.

Over the last year, CFA's presence on LinkedIn, Facebook, Instagram and now YouTube has continued to grow. Each platform offers something unique – whether it's sharing videos and updates from events, posting new research or safety resources or highlighting the incredible work being done by our members. These channels are an extension of the CFA's mission to inform, connect and support the concrete foundations industry.

Engaging with CFA online is also one of the simplest ways to help strengthen the association's reach. When members like comment on or share a post, it helps more people see what CFA and its members are doing. That visibility builds recognition for the industry and helps potential members see the value of being part of the CFA network.

So how can you get involved?

It's easier than you might think:

- Follow the CFA on LinkedIn, Facebook, Instagram and YouTube.
- Use the hashtag #CFAconcretepros when posting your own project photos or industry insights.
- Tag the CFA in your posts to allow them more context to highlight the great work happening across our industry.
- Comment and share posts to help spread awareness about association initiatives, upcoming events and member achievements.

Let's stay connected and keep the conversation going.

[cfaconcretepros.org 21](#)

## We See You!

Has your organization done something impactful? We at the CFA see you. Share your success stories by emailing them to [James.Ray@cfaconcretepros.org](mailto:James.Ray@cfaconcretepros.org) and let us celebrate with you!

**CONCRETE FOUNDATIONS ASSOCIATION**

FIND THE CFA ON SOCIAL MEDIA

- Facebook: @CFAwalls
- Instagram: @CFAwalls
- LinkedIn: @CFAwalls
- Twitter: @CFAwalls

**Cru Concrete Expands Workforce Development with Bilingual Support**

Cru Concrete, Inc. is pleased to welcome Clara Lopez Ortiz as our Bilingual Resource Specialist. She will be helping our employees with communication and resource support.

Cru brings a foundation in equity and workforce development. She also coordinates workforce initiatives at the Latin Academy of Workforce Development, supporting the Spanish-speaking community and building bridges between training and opportunity.

As part of this ongoing effort, Cru recently welcomed Clara Lopez Ortiz as its new Bilingual Resource Specialist.

“Clara brings a foundation in equity and workforce development. She also coordinates workforce initiatives at the Latin Academy of Workforce Development, supporting the Spanish-speaking community and building bridges between training and opportunity.”

Her role will focus on making Cru's training materials, communication and resources more accessible for every team member, ensuring that language is never a barrier to growth, advancement or success.

Cru's investment in skills the Clara's highlights the company's dedication to building an inclusive, supportive environment where every employee has the opportunity to thrive.

[cfaconcretepros.org 22](#)



# NEU: An ACI Center of Excellence for Carbon Neutral Concrete

## THE CLIENT

NEU was established in 2022 by the American Concrete Institute to address advancing the reduction of carbon in the built environment. The Center leverages ACI's role as a world-leading authority and resource for the development, dissemination, and adoption of consensus-based standards for concrete design, construction, and materials. NEU's membership is open to government agencies, industries, technical societies, standard bodies, manufacturers, contractors, and professionals.

## MEMBERSHIP CAMPAIGN AND RETENTION PROGRAM

In early 2025, NEU found itself caught in an increasingly polarized political landscape that threatened its very foundation. Corporate members who had supported the organization for decades began distancing themselves due to changing political support related to funding carbon reduction initiatives. Key challenges included losing the two largest sustaining members and therefore the majority of membership revenue, questions related to the organization's mission, concerns related to existing messaging as well as greater competition in the space.

The organization's traditional recruitment approach relied heavily on networking events and policy position papers that increasingly alienated potential corporate partners seeking politically neutral business support.

## SOLUTION

AOE developed a comprehensive three-phase recruitment strategy that transformed how NEU communicated its value to corporate, non-profit organizations as well as educational stakeholders. Messaging was re-aligned to emphasize sustainability and resiliency to better address the current political climate and corporate interests. Other activities included:

### Retention:

- Onboarding process developed with suggested onboarding materials, orientation meetings, communication timelines/templates, etc.
- Suggested digital and in-person marketing opportunities to drive engagement.
- Renewal campaign plan and templates
- Suggestions for survey and feedback loop implementation

### Recruitment:

- Creation of segmented outreach based on company size, industry, and previous engagement patterns.
- Developed key messaging, scripts, and templates for engagement based on outlined tactics for each target audience.
- Developed value proposition, membership benefits suggestions, and engagement strategies.





# The Post-Tensioning Institute

## THE CLIENT

The Post-Tensioning Institute (PTI) is recognized as the world-wide authority on post-tensioning and is dedicated to expanding post-tensioning applications through marketing, education, research, teamwork and code development.

## MEMBERSHIP CAMPAIGN AND RETENTION PROGRAM

Moving into its 50th year of existence in 2026, PTI has long enjoyed a solid membership that celebrates the Institute's role in the industry, especially their technical expertise. The Institute boasts a cadre of volunteers that have served on committees and on the board for, in some cases, several decades. However, as we now into having five generations in the workforce, PTI recognized the importance of building out the next generation of volunteers as well as maintaining membership levels.

AOE assisted PTI with first accessing the value of membership through a phone survey of board and volunteer members—those considered active in the organization. Then, they worked to learn from those that did not renew their membership, or decided not to join even though they engaged with PTI as a customer in some capacity, such as joining a webinar or technical training. This voice of the membership, as well as the voices heard from non-members yet industry representatives, helped refine PTI's membership value proposition.

From this insight, AOE helped PTI develop:

- **Top 10 Benefits of Membership:** Separate flyers and campaigns for professional, student as well as corporate members.
- **A Membership Handbook:** This 35-page handbook provides all the insight and resources needed to get the most of PTI membership
- **Onboarding process and materials:** An entire toolkit that helps new members engage with the Institute

In addition to these resources, AOE helped PTI develop personas that target potential members, as well as created a process for identifying such targets.





## RECAP

AOE's association and membership management team brings extensive expertise in partnering with associations of all sizes to drive strategic membership recruitment, retention, and onboarding initiatives. Through engaging communication campaigns, cutting-edge digital media strategies, and value-focused messaging, our team of professionals is dedicated to helping you boost member engagement, strengthen connections, and amplify your organization's impact.

### ASSOCIATION MEMBERSHIP SERVICES

- Recruitment campaigns
- Membership one-pagers
- Personas development
- Event-based recruitment
- Visibility enhancement
- Engagement strategies
- Data analysis
- Onboarding materials and processes
- Membership surveys
- Renewal campaigns
- Loyalty programs
- Member recognition
- Membership handbooks

### NEXT STEPS

Thank you for taking the time to browse our portfolio of association membership client projects. We appreciate the opportunity to share our work with you and look forward to answering any questions you may have about our offerings.

You can reach the AOE Team via email, our website or by phone:



[info@aoeteam.com](mailto:info@aoeteam.com)



[aoeteam.com](http://aoeteam.com)



+1.248.516.1101

You can also find us at:

[Facebook](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

[Spotify](#)

