

# 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 80-plus employees with hands-on, real-world experience.

- Association Management
- Artificial Intelligence
- Crisis Communications
- Graphic Design & Fulfillment
- Marketing
- Meetings & Events Management
- Public & Media Relations
- Social Media Marketing
- Strategic Planning
- Video Production
- Website Design
- Working Genius

**AOE invests 100% of our profits back in the industries we serve.**

***So, we ask, “What can AOE do for you today?”***

## THE AOE TEAM

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# When you invest in AOE, you invest in **yourself** and **your industry.**

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

**What does that mean?** AOE's expertise lies in design, construction, chemical, aerospace and other industrial markets. With decades of experience, we've established best practices that allow all our clients to benefit from our collective knowledge. Associations managed by AOE gain a competitive edge through our shared services model. This model reduces overhead while providing access to experts in operations, HR, member relations, training, marketing and more—without the need to hire full-time staff for every function.

For consulting clients, AOE offers the advantage of working with seasoned professionals—writers, marketers, trainers and industry specialists—who deeply understand their markets and challenges.

Our unique model enables us to keep service fees below standard market rates. And because AOE isn't owned by private shareholders, our profits are reinvested into the industries we serve. Few consulting firms can match our commitment to keeping costs low, while reinvesting in the success of our clients and their industries.

## ASSOCIATION CLIENTS

- American Concrete Institute
- American Concrete Institute Foundation
- American Concrete Pavement Association
- American Concrete Pavement Association Foundation
- American Concrete Pipe Association
- American Concrete Pumping Association
- American Society of Concrete Contractors
- Concrete Foundations Association
- Concrete Industry Management
- Concrete Masonry Checkoff
- Great Lakes Cement Promotion Council
- International Grooving & Grinding Association
- Michigan Concrete Association
- National Ready Mixed Concrete Association
- NEU: An ACI Center of Excellence for Carbon Neutral Concrete
- Post-Tensioning Institute
- Reduced Carbon Concrete Consortium
- RCC Pavement Council
- Slag Cement Association

## INDUSTRY CLIENTS

- American Highway
- Axalta/DuraCoat
- Doka
- National Concrete Pavement Technology Center (CP Tech Center)
- Heidelberg Materials
- ICC Distribution Group
- Lawrence Technological University
- MIT Concrete Sustainability Hub
- Nox-Crete
- PCC Partners
- Rieck Services
- St Marys Cement/Votorantim Cimentos North America
- Waldemar S. Nelson and Company, Inc.



## Your Marketing Questions Answered

You've got marketing questions, and AOE's podcast *Advancing Excellence* has the answers! Tune in weekly for thought leadership from our expert staff on artificial intelligence, digital marketing, meetings and events, strategic planning, crisis communication, organizational management, leadership and much more.



**SCAN TO LISTEN**

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