

ACI Foundation Seeks Funding for Ramón L. Carrasquillo Honorary Fellowship



Carrasquillo

The ACI Foundation announced the Ramón L. Carrasquillo Honorary Fellowship, established to honor the remarkable life, leadership, professional expertise, and contributions of Ramón L. Carrasquillo to the concrete industry. This Fellowship aims to support graduate students pursuing degrees in concrete-related fields, with a focus on

structural, architectural, or materials engineering, and a passion for applied research. The Fellowship will provide an annual award of 10,000 USD to cover educational expenses and fund the recipient's attendance at two ACI Concrete Conventions during their award year. To ensure the Fellowship's ability to support students for years to come, the ACI Foundation has set a fundraising goal of 350,000 USD. Generous donors have already contributed 125,000 USD toward this goal.

Carrasquillo was an expert in concrete materials, construction, and structural engineering. Over his 40+ year career, he completed more than 500 consulting assignments, authored over 100 academic publications, and delivered more than 400 technical presentations. Beyond his professional achievements, Carrasquillo was known for his wisdom, humor, and dedication to mentoring students and advancing the concrete industry.

"Ramón's guidance and encouragement inspired countless students to pursue careers in the concrete industry—myself included," said Scott M. Anderson, ACI Vice President. "This Fellowship stands as a powerful tribute to his legacy and a meaningful investment in the next generation of industry leaders. His influence on my career was so profound that my wife and I, along with my company, Keystone Structural Concrete, proudly became major founding donors of the Fellowship."

"Supporting this Fellowship is not just about funding education; it's about continuing Ramón's work of building a stronger, more innovative concrete industry," stated Cesar A. Constantino, FACI. "By empowering students, we honor his commitment to mentorship and ensure his passion for excellence will shape the future for generations, and I was honored to help pave the way to create this Fellowship."

To contribute to the Ramón L. Carrasquillo Honorary Fellowship, visit www.acifoundation.org/ramoncarrasquillohonoraryfellowship or contact Kari Martin, Fundraising Manager, at +1.248.848.3757 or kari.martin@acifoundation.org.

Donor Spotlight: Kimberly Kayler



Kayler

A visionary leader leaving her mark on the concrete industry

Kimberly Kayler has spent more than three decades shaping the concrete and construction industries through her leadership, innovative ideas, and commitment to the success of both individuals and organizations. A natural communicator and strategic thinker, Kayler has dedicated her

career to advancing the businesses and associations she's worked with and ensuring that future generations are provided with the tools, encouragement, and support to thrive in the field. Her passion for the industry can be seen through her leadership of Advancing Organizational Excellence (AOE), ACI's fully owned subsidiary that provides association management, marketing, workforce development, and strategic planning consulting.

A journey from journalism to industry leadership

After receiving her journalism degree from the University of Arizona, Tucson, AZ, USA, in 1994, Kayler transitioned into marketing roles for engineering firms, initially seeing it as a stepping stone. However, this early exposure to technical industries ignited a passion that would shape her career. In 2001, Kayler founded Constructive Communication, Inc. (CCI), a niche marketing consultancy focused on serving business-to-business technical firms. CCI became a highly regarded firm over the following 16 years, helping clients excel in marketing strategy, public relations, crisis communications, and social media management. Through her work and volunteer involvement with concrete associations like the Tilt-Up Concrete Association (TCA) and the Concrete Foundations Association (CFA), she deepened her knowledge of the industry and identified opportunities to bridge critical gaps.

Building AOE and defining her impact

Through Kayler's leadership, CCI reached a new milestone in 2018 by merging with ACI's association management consulting firm to form AOE. Kayler remained with the merged entity and took on the role of President. Under her guidance, the firm has expanded its scope of services and its influence, providing outstanding support to more than 35 organizations across North America.

At AOE, Kayler focuses on helping her clients find clarity, define strategy, and execute effective solutions. Known for her expertise in strategic planning, crisis communication, and marketing innovation, Kayler has also

become a recognized speaker and educator. She has authored more than 2500 articles, taught classes for audiences of up to 500 attendees, and shared her insights at conferences and workshops.

Her commitment to personal growth is evident in her pursuit of further education and certifications. Kayler received her MBA with a focus on leadership, a Six Sigma White Belt, and she is a Lecturer at the University of Wisconsin–Eau Claire, Eau Claire, WI, USA, in their MBA program. She was one of the first 20 people in the nation to earn the Certified Professional Services Marketer (CPSM) designation in 1999, a designation she continues to hold.

Dedication to the concrete industry through ACI

Kayler's impact is not limited to her business success. Her deep involvement with ACI demonstrates her genuine love for the industry and her strong desire to give back. A member of ACI since the early 2000s, Kayler first became involved through the past Marketing Committee and quickly took on leadership roles, including Chair of the committee as well as serving on the Construction Liaison Committee, the Publications Committee, and the Financial Advisory Committee. During her tenure as Chair of the Marketing Committee, she helped lead rebranding efforts for ACI, which resulted in the logo and brand used today.

Between 2015 and 2017, she was a member of the ACI Board of Direction, where she participated in the 2013, 2019, and 2024 Strategic Planning Task Groups. In 2023, she was Chair of the ACI Artificial Intelligence (AI) Task Group.

Through ACI, Kayler has also been an integral part of cultivating new talent and fostering workforce development. Her involvement in the initiation of student memberships and campaigns in the late 2000s laid the foundation for what is now a robust program designed to attract young professionals into the industry.

Establishing the AOE Fellowship for the next generation

Kayler worked with the ACI Foundation and AOE team to establish the AOE Fellowship in 2020, which honors a student in the Concrete Industry Management (CIM) program. Kayler observed the growing need to introduce pathways into the concrete industry for students pursuing diverse careers, not just engineering. The AOE Fellowship was designed to reward recipients who display promise in areas such as business, communications, and construction management. Kayler's vision was to ensure that students see opportunities in the concrete industry beyond engineering and academia. The Fellowship holds a special place in her heart.

"My team and I didn't want to just write a check," Kayler explained. "Our team wanted to share the great opportunities that exist within our industry for business, communications, sales, and other functions."

A personal commitment

While AOE has provided financial and strategic support to efforts like branding campaigns for the ACI Foundation, Kayler also personally donates. Her efforts are driven by her belief in the Foundation's mission of shaping the industry's future by supporting research, scholarships, and educational outreach.

"I believe in the importance of workforce development, technology transfer, and supporting new ideas," Kayler shared. "My dedication stems from knowing that organizations like the ACI Foundation will have a direct impact on shaping our industry for generations to come."

Plan Your Legacy

Have you thought about the advancement of the concrete industry in the years to come? The ACI Foundation programs focus on building the future of the concrete industry and rely on organizations and individuals like you who want to pay it forward and give back to the industry that you helped advance and for which you have a passion.

- A gift to the ACI Foundation is an opportunity to invest in the next generation of leaders, new technical knowledge, and innovation.
- A gift to the ACI Foundation as part of your financial plan, whether through your estate, will, donor-advised fund, cash, stocks, bonds, insurance, or other retirement assets, will carry your technical legacy into the future of the concrete industry.

It's never too early to plan your legacy. To start the conversation, contact Kari Martin, ACI Foundation Fundraising Manager, at +1.248.848.3757 or kari.martin@acifoundation.org.

Tribute Donations

Honor the memory of someone who made a significant impact in your life with a tribute donation to the ACI Foundation. Your gift will preserve their legacy while also making a positive impact on the industry. A tribute donation lays the groundwork for a bright future while honoring the past. Donate online at www.acifoundation.org/giving.