



AOE PORTFOLIO

PUBLIC & MEDIA RELATIONS

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.

WHAT ARE PUBLIC AND MEDIA RELATIONS?

If you're not sure what the difference is between public relations (PR) and media relations, you're not alone. Changes in the media landscape have broadened the original role of PR so much that the industry has found it challenging to arrive at a new definition.

Originally, "PR" referred only to the activities of press agents who were hired by organizations to interact with traditional editors and journalists. As new forms of media developed, the definition was modernized to "a strategic communication process that builds mutually beneficial relationships between organizations and their publics," according to the Public Relations Society of America (PRSA).

Since many new platforms are inherently interactive, relationships between organizations and their publics could be said to underpin many marketing initiatives. A narrower definition, focusing squarely on the interactions between journalists and organizations, is now termed "media relations."

Media relations: *Mutually beneficial associations between publicists or public relations professionals and journalists as a condition for reaching audiences with messages of news or features of interest (publicity). The function includes both seeking publicity for an organization and responding to queries from journalists about the organization. Maintaining up-to-date lists of media contacts and a knowledge of media audience interests are critical to media relations.*

AOE often uses the term "PR" in its classic sense, referring to activities involving third-party press. This is for two reasons. First, we believe a large number of people in our industry still understand it this way. Second, by separating PR from other major marketing categories, each category can more easily receive dedicated attention in situations where it makes strategic sense.



THE BENEFITS OF A PR OR MEDIA RELATIONS CAMPAIGN

An advertisement will display your message, but a feature article in a top industry trade publication highlighting your organization's innovations speaks louder than any purchased medium. The keys to a successful public relations program are a keen sense of news, strong writing skills, an ability to communicate technical information in everyday language and relationships with industry editors and your audience. AOE can help assist every step of the way, from researching media calendars, identifying opportunities, creating pitch concepts, writing articles and getting them placed in the publications your audience reads.

Sometimes you may have a story that can't wait for an upcoming magazine issue. A media blitz for product releases, project updates or other urgent news will get your message out there quickly and effectively. Our team can coordinate and prepare for media interviews, conduct press conferences, and assemble press kits and fact sheets, ensuring your organization stays involved and informed.

The AOE Team has over 30 years of experience working with editors at publications throughout the architectural, engineering and construction industries, making us a valued partner in both generating placeable content and getting that content picked up by the most popular outlets.



CLIENTS FEATURED IN THIS PORTFOLIO

- [American Concrete Paving Association \(ACPA\)](#)
- [Concrete Industry Management \(CIM\)](#)
- [Heidelberg Materials](#)
- [Graycor, Inc.](#)
- [International Grooving and Grinding Association \(IGGA\)](#)



Promotional Campaign

White Paper: Concrete Pavement's Role in a Sustainable, Resilient Future

THE CLIENT

Founded in 1963, the American Concrete Pavement Association (ACPA) is the world's largest trade association that exclusively represents the interests of those involved with the design, construction, and preservation of concrete pavements.

PROJECT OVERVIEW

In 2023 at the World of Concrete, the ACPA officially launched a sustainability white paper titled "Concrete Pavement's Role in a Sustainable, Resilient Future."

Project Introduction Video

The white paper synthesizes research on concrete pavement's contributions to economic, environmental, and social sustainability. This effort was born out of a need to educate decision-makers who are involved in the placement and rehabilitation of roadway, highway, and airfield pavements as they are challenged to stay up to date on the evolving landscape of construction materials and their sustainable impact.

AOE compiled and designed the white paper, promoted the content via media outreach, and planned and executed a press conference at the World of Concrete.

The press conference was extremely well attended and led to the pickup of the white paper content in multiple outlets including an article series in ACPA's magazine, *Pavement Progress*. The media campaign resulted in requests for public speaking engagements throughout the industry. Members of regional and state groups have shared the materials developed, aiding in promotional efforts with legislators and public agencies such as the Department of Transportation.

This campaign won a Hermes Creative Strategic Campaign Platinum Award and an Award of Distinction from the Academy of Interactive & Visual Arts (AIVA) Communicator Awards in 2024, and a 2023 MarCom Awards Strategic Communications Platinum Award.





The Resilience Relationship

Any discussion of a material's sustainability must also include mention of its resilience. Sustainability and resilience work in tandem, with resilience forming the foundation of sustainability. While sustainable materials can be put to rest, resilient materials can be put to rest. In the past, it is important to recognize that every agency, municipality, city, and town are facing budget constraints and frequently make decisions based just on economic factors. To achieve sustainable, long-term road management success, decision makers must look for ways to simultaneously lower costs and lessen environmental impacts.

The importance of life cycle thinking has already been established, and one of the main evaluation tools is the life cycle cost analysis (LCCA). While LCCA is supported by the Federal Highway and Aviation Administrations (FHWA and FAA, respectively) and commonly used across the country by state departments of transportation (DOTs), it is not utilized everywhere for all pavement type selections. Additionally, in locations where there is minimal data on concrete pavements the LCCA results are frequently heavily biased. In these cases, the best way to improve the economic side of sustainability is to recognize the benefits of industry competition.

Intra-industry competition is competition between firms that pave with the same materials. DOTs and municipalities can use intra-industry competition to maximize their budgets. When they use both asphalt and concrete pavements, they lower their pavement construction costs due to bringing additional contractors as well as additional suppliers (e.g. a second level of competition) into the supply chain that would not otherwise occur.

According to the Massachusetts Institute of Technology Concrete Sustainability Hub (MIT CSUH), state agencies that have sustained a consistent, competitive pavement market that uses both asphalt and concrete pavements for many years, pay lower unit prices for all paving materials. Their findings, illustrated in Figure 7 show that states with the highest level of competition have unit prices that are 20% lower for concrete, and 15% for asphalt.

Section Two: Economic Sustainability and the Role of Robust Materials Competition

Figure 6: Illustration of the multiple levels of competition that exist for paving materials. Intra-industry (Contractor) Competition: Competition between firms that pave with the same material. Inter-industry (Industry) Competition: Competition between firms that use different materials to pave.

Figure 7: Graph showing that states with the highest level of competition have unit prices that are 20% lower for concrete, and 15% for asphalt.

Readings to Carbon Neutrality

Concrete is a key material in the construction industry. It is a durable, long-lasting material that can be used in a variety of applications. However, the production of concrete is a major source of carbon emissions. This document provides a comprehensive overview of the carbon footprint of concrete, from the extraction of raw materials to the final product. It also discusses various strategies to reduce the carbon footprint of concrete, such as using alternative materials, improving production processes, and implementing carbon capture technologies.

The Importance of Life Cycle Thinking

Life cycle thinking is a holistic approach to sustainability that considers the entire life cycle of a product or service, from raw material extraction to end-of-life disposal. It is a key principle of sustainable development and is essential for making informed decisions about the environmental impact of our actions. This document explores the importance of life cycle thinking in the context of concrete and provides practical guidance on how to integrate it into decision-making processes.

INTER-INDUSTRY COMPETITION LOWERS UNIT COSTS

For an average unit price of \$1.00 per square foot of concrete, the unit price for concrete is 20% lower in states with high levels of competition. This is due to the fact that competition drives down prices and encourages innovation. The graph shows that states with high levels of competition have lower unit prices for both concrete and asphalt.

Use Phase Impacts

The use phase of a product is the period during which it is being used. It is a critical part of the product's life cycle and can have a significant impact on its overall environmental footprint. This document discusses the various factors that can influence the use phase impacts of a product, such as its durability, energy efficiency, and ease of maintenance.

The Role of EPDs in Sustainability

Environmental Product Declarations (EPDs) are a key tool for communicating the environmental impact of a product. They provide a standardized way of reporting the results of a life cycle assessment (LCA) and are essential for making informed decisions about the sustainability of a product. This document explains the role of EPDs in sustainability and provides guidance on how to develop and use them effectively.

Maximizing Radiative Forcing Impacts

Radiative forcing is a key factor in determining the climate impact of a product. It is the change in the Earth's energy balance that results from the presence of a product. This document discusses the various factors that can influence radiative forcing impacts, such as the product's color, texture, and reflectivity.

Section Five: Conclusion

Concrete is a key material in the construction industry. It is a durable, long-lasting material that can be used in a variety of applications. However, the production of concrete is a major source of carbon emissions. This document provides a comprehensive overview of the carbon footprint of concrete, from the extraction of raw materials to the final product. It also discusses various strategies to reduce the carbon footprint of concrete, such as using alternative materials, improving production processes, and implementing carbon capture technologies.

PICKUPS INCLUDE:

- [Construction Equipment Guide](#)
- [For Construction Pros](#)
- [Roads and Bridges](#)
- [Airport Improvement](#)
- [Construction Superintendent](#)
- [Iron Pros](#)
- [Compact Equipment](#)
- [Concrete Contractor](#)
- [Concrete Products](#)
- [Concrete Smart Brief](#)
- [Civil and Structural Engineer Media](#)
- Association Publication Series – [Spring 2023](#), [Summer 2023](#), [Fall 2023](#)

“ACPA could not be happier with the results of the white paper campaign. AOE’s ability to help us take technical information and formulate an industry response was essential to meet the requests of the agencies we serve. This campaign is opening doors for us to educate our key audiences about cost-effective, sustainable pavement solutions.

LAURA O’NEILL KAUMO
President and CEO, ACPA



Promotional Campaign

The CIM Auction at World of Concrete

THE CLIENT

The Concrete Industry Management (CIM) program is a unique STEM-focused four-year professional business degree that prepares technically skilled leaders for the modern concrete industry. It combines technical concrete expertise with essential business and leadership skills. Its mission is to inspire and educate innovative leaders who will advance and shape the future of the global concrete industry and ensure a continuous stream of graduates who are well-versed in all aspects of the industry and understand how to drive growth.

PROJECT OVERVIEW

Through AOE's marketing and PR efforts, the Concrete Industry Management (CIM) program has continued to build on the success of its annual fundraising auction. In January 2025, a record \$2.151 million in gross revenue was raised, shattering all previous records by \$351,000 over the prior year.

The proceeds from the CIM Auction benefit the CIM National Steering Committee (NSC) and support the current CIM programs at five universities, including scholarships. Employers in the concrete and construction trades are challenged to find and retain qualified employees. Thanks to these programs, more young people are pursuing careers in the concrete industry, ensuring a bright future for the industry.

Leading up to the auction, AOE worked closely with the National Steering Committee—a national-level, broad-based industry coalition, dedicated to a collaborative process in partnership with CIM institutions and local industry patron groups—drafting press releases and eblasts, designing featured item flyers and videos, creating social media content, web and print ads and more. A variety of marketing tools were used to ensure the largest yet targeted approach to reaching key stakeholders.



PICKUPS INCLUDE:

- [Construction Equipment Guide](#)
- [Concrete Decor](#)
- [For Construction Pros](#)
- [Concrete Products](#)
- [Coatings Coffee Shop](#)



The 2025 CIM Auction at World of Concrete set a new record in proceeds. Our partners at AOE were essential in helping promote the Auction. For more than 17 years, we've counted on AOE to support our public relations, social media and marketing efforts to promote the auction and the CIM program. The AOE Team continues to be an important part of our success.

BRIAN GALLAGHER

*Marketing Committee Chair,
National Steering Committee*



SUPPORT THE

2025 CIM AUCTION

AT WORLD OF CONCRETE

WEDNESDAY, JANUARY 22, 2025

SILENT AUCTION

11:00 a.m. – 12:45 p.m.

Room N265, North Hall

LIVE AUCTION

1:00 – 2:00 p.m.

Room N262, North Hall



UNIVERSITY OF
LOUISVILLE



MIDDLE
TENNESSEE
STATE UNIVERSITY



N.I.L.T.



TEXAS
STATE
UNIVERSITY



cim
2025
Auction



rb RETHINK THE BROS
AUCTIONS



WORLD OF CONCRETE



informa

concretedegree.com/auction



TRUCK-MOUNTED 38M CONCRETE PUMP with T880 SERIES CHASSIS

Check Out This Signature Item!   

GENERAL

Pipe Size (ID)	125 mm (5")
Boom Control	Proportional (by HMI)
Radio Remote	Screenless wireless dual channel 2.4GHz system
Vibrator	Concrete Cylinder Diameter
Water Pump	Concrete Cylinder Type
Water Tank	Stroke Length
	27 ft (8.23 m)
	200 L (219 gal)
	Carbide
BOOM	
Number of Booms	4 Sections
Folding Type	Vertical Height
	331 m (1077') 331 m (1077')
Horizontal Reach	8.8 m (29' 2")
Unloading Height	8.8 m (29' 2")
1st Section	7.85 m (25' 9")
2nd Section	7.94 m (26' 1")
3rd Section	8.33 m (27' 4")
Outrigger	X-Style
Front Spread	6.3 m (20' 8")
Rear Spread	7.0 m (23')

PUMP

Output	Root Side	16.4 m³/h (215 yd³/h)
	Piston Side	16.4 m³/h (213 yd³/h)
Pressure	Root Side	72 bar (1044 psi)
	Piston Side	102 bar (1468 psi)
Concrete Cylinder Diameter		230 mm (9")
Concrete Cylinder Type		Hard Chromed
Stroke Length		2100 mm (68' 3")
Stroke Time		9" x 7"
Main Oil System		Recovers hydraulic ATFLV2050
Hydraulic System Pressure		350 bar (5076 psi)
Lube System (Hopper)		Automatic
Switching System		Hydraulic
Hopper Capacity		Easy Clean 600 L (158 gal)
Number of Strokes/Minute		31
Output Control Range		1013 - 164m³/h (215 yd³/h)
KENWORTH T880 SERIES CHASSIS		
Model		T880
Wheelbase		280"
Engine		Paccar MX13 455HP
Transmission		Allison 4500 RD5 6 speed automatic transmission
Front Axle		2000 lbs.
Rear Axle		14,000 lbs. Newmy air suspension
Wear Warranty		4 months/100,000 miles

The proceeds from the sale of this item were generously donated to the CIM NSC Auction fund.

**2025
CIM AUCTION
AT WORLD OF
CONCRETE**
Wed. Jan. 22, 2025

SILENT AUCTION:
1100 a.m. - 12:45 p.m. PST
Room N245 in the North Hall

LIVE AUCTION:
1:00 p.m. - 2:00 p.m. PST
Room N242 in the North Hall

For online bidding options, visit www.cimnsc.com or scan the QR code with your phone.

- Press release: [Concrete Industry Management program seeks donations for 2025 Auction at World of Concrete](#)
- Press release: [CIM announces donation by Alliance Concrete Pumps, Papé® Kenworth and Kenworth Truck Company for Annual Auction at World of Concrete](#)
- Press release: [CIM announces Auction items ranging from exclusive sports and travel experiences to professional services and more](#)



Promotional Campaign

Cement Plant Opening

THE CLIENT

Heidelberg Materials North America is a leading supplier of cement, aggregates, ready mixed concrete and asphalt with more than 450 locations and approximately 9,000 employees.

PROJECT OVERVIEW

Strategic communications were required when Heidelberg Materials celebrated the opening of its new cement plant in Mitchell, Indiana. As the second-largest cement plant in North America, costing more than US\$600 million and having a capacity of 2.4 million tonnes of cement per year, the state-of-the-art facility opened in 2023 as one of the most technologically advanced and sustainable ever built.

A complete media plan was executed with the goal of educating both customers and the general public on the plant's increase in production levels as well as its reduction in CO₂ emissions and energy consumption. A 12-month e-newsletter series, which covered the plant's construction progress, sustainability achievements and grand opening event, targeted the customer base. Four PR placements in the trade press and seven appearances of a press release focusing on the new packaging system communicated the new plant's value to the community, its contribution to reducing cement's carbon footprint and the ways in which it eased industry-wide construction supply chain challenges.

The campaign won a Hermes Creative Awards Gold Award.

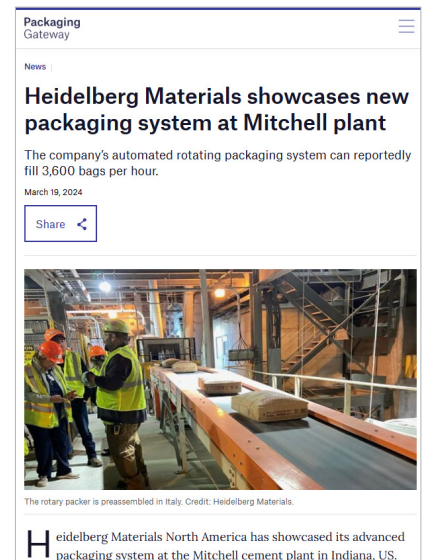
PICKUPS INCLUDE:

- [International Cement Review](#)
- [Concrete InFocus](#)
- [World Cement](#)
- [For Construction Pros](#)

PACKAGING SYSTEM

PICKUPS INCLUDE:

- [World Cement](#)
- [International Cement Review](#)
- [Packaging Gateway](#)
- [Cement Optimized](#)
- [yahoo!finance](#)
- [Aggregates Business](#)



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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

Sr. Director of Marketing, Heidelberg Materials



Promotional Campaign

Thought Leadership

THE CLIENT

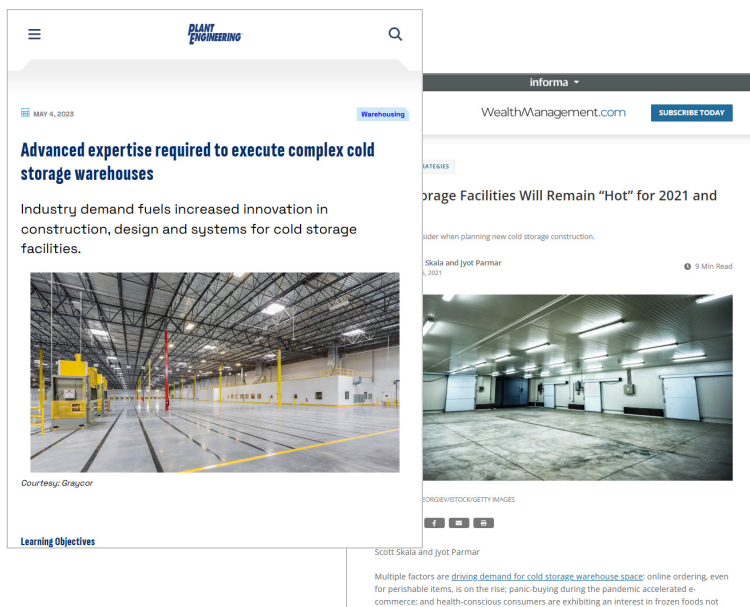
Graycor, Inc. is a leading provider of construction, maintenance and facilities services. The company was founded in 1921, giving it a long history of growth and a track record of completing challenging, high-profile projects.

PROJECT OVERVIEW

When the cold storage warehousing market experienced rapid, sustained growth, it created demand in one of Graycor's major business segments. AOE helped Graycor showcase its expertise using a regular cadence of thought leadership pieces in trade press publications that are read by the right decision-makers. This is an example of a strategy pursued over the course of several years, due to the long timeframes associated with capital planning and construction. PR pieces included four feature articles dedicated to the cold storage market and strategic references to that market in more general thought leadership articles produced by Graycor. AOE also compiled all cold storage content into eBook text for Graycor to use in its marketing.

PICKUPS INCLUDE:

- [Food Logistics](#)
- [Plant Engineering](#)
- [Wealth Management](#)



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For over 20 years, I've been professionally associated with AOE, and throughout this period, we've increased visibility and engagement by consistently securing key positions in various industry-specific publications. These efforts have enabled our organization to reach diverse target audiences with our messaging. I recommend any firm looking to enhance their public relations, thought leadership and marketing efforts: Consider collaborating with AOE.

BRIAN GALLAGHER

Vice President, Corporate Development, Graycor, Inc.



Promotional Campaign

Pavement Preservation Success Story

THE CLIENT

The International Grooving & Grinding Association (IGGA) is a non-profit trade association committed to the development of the diamond grinding and grooving process for pavements constructed with portland cement concrete and asphalt. The association serves as the leading technical and promotional resource for the acceptance and proper use of diamond grinding and grooving as well as portland cement concrete preservation and restoration.

PROJECT OVERVIEW

AOE helped IGGA share the success story of Baytown, Texas, when that city used concrete pavement preservation techniques to restore its main street. The city's Public Works and Engineering Department saved 80% compared to initial cost estimates for repairing the road, so a marketing campaign with PR at its core was launched to communicate the process the city used and encourage other towns to use pavement preservation on their streets. Five appearances in third-party press were followed by IGGA marketing initiatives such as a [video interview](#) and a [branded case study](#).

PICKUPS INCLUDE:

- [For Construction Pros](#)
- [Concrete Contractor](#)
- [Texas Town & City](#)
- [Pavement Preservation Journal](#)



IGGA
International Grooving & Grinding Association
Non-Profit Trade Association Since 1973

concrete pavement preservation (CPP) slashes repair costs

City of Baytown, Texas, Lowers Expected Price Tag by 80 Percent with CPP

CCP Techniques are Less Invasive, Low-Cost Alternatives to Full Concrete Replacement

WHEN THE CITY OF BAYTOWN, TEXAS, FACED RIDE QUALITY AND DRAINAGE ISSUES on a heavily traveled main street in 2015, the city's Public Works and Engineering Department needed to find a cost-effective repair strategy.

Installed in the 1960s, N. Main Street is a concrete road that serves as a major right-of-way, with two lanes in each direction as well as a turn lane. It also is a truck route that serves nearby industrial areas. The aggregate used in the original construction was river rock, an exceptionally hard material. Measurements from hardness tests on the aggregates were so high on the Mohs scale of mineral hardness, in comparison, diamonds measure a 10. Some of the roadway's ride quality issues were due to the wearing away of the cement paste layer and consequent exposure of the hard rock.

On the section of street in need of repair, pavement condition index (PCI) measurements averaged 43, with four sections being in the low 20s to mid-30s. The PCI scale is based on a 100-point range, with 0 representing the worst conditions and 100 representing the best. Reconstruction was considered, but with an estimated cost between \$12 million and \$13 million, the city didn't have adequate funding for a project of that scope. Said Kevin Harvill, assistant director of public works and engineering,

Through word of mouth, Harvill's team learned about concrete pavement preservation (CPP).

AN IDEAL CPP CANDIDATE

CPP is a non-overlay option that consists of engineered techniques to repair areas of distress in concrete pavement without changing its grade. It restores the pavement to a like-new condition, reducing the need for major, more costly repairs. By addressing the causes of pavement distress, CPP minimizes further deterioration and ensures continued durability for decades to come. In contrast, covering the distress with an asphalt overlay does not correct the root causes, allowing the distress to manifest again within a short time to typically become a larger, more expensive problem.

For a pavement to be a good candidate for CPP, it should show an adequate level of structural integrity. Prior to project inception, the extent and severity of distresses should be analyzed so proper repair methods can be determined. The types of deterioration to look for include poor ride quality, cracked slabs, corner breaks, joint pumping, faulting at transverse or longitudinal joints and joint sealant failures. For long-term repairs, chemistry problems such as alkali silica reaction (ASR) should not be present in the pavement.

"One of the keys to success on the N. Main Street project was the timely application of CPP treatments before the pavement deteriorated to the point where the repair cost would outweigh the benefits. CPP typically works best when applied before excessive cracking and spalling manifest due to long-term neglect," said John Roberts, executive director of the International Grooving & Grinding Association (IGGA).

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July 2022

CRACK REPAIR AND SEALING

Diamond grinding the extremely hard river rock aggregates originally used to construct N. Main Street proved to be especially challenging. "The combination of hard exposed aggregates, manholes and/or valve boxes to grind around, and intersections with cross slopes requiring daylight grinding made the project time-consuming. Plus, the location of the pavement within city limits made it desirable to create an aesthetically pleasing surface in addition to the goal of improving ride quality," said Sirek.

RESULTS: DRAMATICALLY LOW COSTS, SMOOTH PAVEMENT

The project was a success by all measures. Cost savings were enormous, with CPP treatments being completed for \$2.2 million—less than 20 percent of the cost of reconstruction—saving the city approximately \$10 million. PCI measurements improved to an average of 75 to 80. Not only were department officials pleased with the reliability of the finished road surface, but residents were as well.

For cities looking to stretch their budgets, achieve sustainability benchmarks and have high-quality concrete roads, CPP is a wise approach.

ABOUT IGGA
The International Grooving & Grinding Association (IGGA) is a non-profit trade association founded in 1973 by a group of dedicated industry professionals committed to the development of the diamond grinding and grooving process for surface construction on portland cement concrete and asphalt. In 1995, the IGGA joined in affiliation with the American Concrete Pavement Association (ACPA) to form what is now referred to as the Concrete Pavement Preservation Partnership (IGGA/ACPA CPP). The IGGA/ACPA CPP now serves as the lead industry organization and technical resource in the development and marketing of optimized pavement performance, concrete pavement restoration and pavement preservation around the world.

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July 2022





RECAP

AOE has been in the Public and Media Relations business for almost three decades and some of our team members have even a longer resume of industry experience. Whether you are needing to develop a press pitch, respond to media inquiries, or create a plan to promote a new product or service, our team of seasoned professionals can help you achieve success.

PUBLIC AND MEDIA RELATIONS SERVICES

- Pitch development
- Article and content writing
- Media coaching
- Press release development
- Event and press conference coordination
- Publication placement and coordination
- Crisis communications

NEXT STEPS

Thank you for taking the time to browse our portfolio of Public and media relations projects. If you would like to learn more about these projects, our approach or other projects we have worked on, please reach out to us! 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:



You can also find us at:

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[YouTube](#)

[Spotify](#)

