

# 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
- Public and Media Relations
- Strategic Planning
- Digital Marketing
- Website Design
- Graphic Design and Fulfillment
- Video Production
- Meetings and Events Management
- Crisis Communications
- Sustainability Communications
- Artificial Intelligence Support

**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**

# 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?** First, because of AOE's focus area is so specialized in design, construction, chemical, aerospace and other industrial markets, best practices are established and deployed, enabling all AOE clients to benefit from shared expertise. The associations we manage gain an advantage from reduced overhead through our shared services model, allowing them access to experts in everything from operations and HR to member relations, training, and marketing, without adding full-time staff for all functions. The clients working with AOE on a consulting basis also benefit from working with professional writers, marketers, training professionals, and other experts who know their industry and marketplace.

Because of our model, AOE keeps service fees lower than the standard market rate. Further, because AOE is not owned by private shareholders, any profit earned at the end of the year is reinvested in the marketplace. Not many consulting firms can claim that they are keeping rates low and putting their profits back into supporting their clients and the industry they serve.

## ASSOCIATION CLIENTS

- American Concrete Institute
- American Concrete Institute Foundation
- American Concrete Pavement Association
- American Concrete Pavement Association Foundation
- American Concrete Pumping Association
- Concrete Foundation Association
- Concrete Industry Management
- Concrete Masonry Checkoff
- Great Lakes Cement Promotion Council
- International Grooving & Grinding Association
- Iowa Ready Mixed Concrete Association
- National Ready Mixed Concrete Association
- NEU: An ACI Center of Excellence for Carbon Neutral Concrete
- NEx: An ACI Center of Excellence for Nonmetallic Building Materials
- Post-Tensioning Institute
- PRO: An ACI Center of Excellence for Advancing Productivity
- Reduced Carbon Concrete Consortium
- RCC Pavement Council
- Slag Cement Association

## INDUSTRY CLIENTS

- American Highway
- Axalta/DuraCoat
- C60
- Graycor
- Heidelberg Materials
- Madison Concrete Construction
- Parker LORD
- Quality Saw & Seal, Inc.
- Rieck Services
- St. Marys Cement
- Votorantim Cimentos
- Waldemar S. Nelson and Company, Inc.



## Join us at AOE Digital University

In 2023, AOE launched Digital University, a central place to learn key best practices and tips for implementing digital marketing and social media campaigns. Topics presented include Google Analytics, website metrics, social media and digital marketing. Content is presented in short videos and blogs, making it easy to earn your AOE Digital University badge! Visit [aodigitaluniversity.com](https://www.aodigitaluniversity.com) to learn more.

## THE AOE TEAM