



For Immediate Release Concrete Advancement Foundation

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FOR IMMEDIATE RELEASE

Chris “Elroy” Stricklin to Inspire Industry Leaders with Lessons in Resilience, Leadership and Purpose at Concrete Advancement Foundation Event

Alexandria, VA – September 1, 2026 - The [Concrete Advancement Foundation](#) invites leaders from across the cement, concrete and construction industries to join [Chris “Elroy” Stricklin](#) for an unforgettable [Thought Leadership and Golf Tournament Event](#), taking place December 7-8 at The Ritz-Carlton Dallas and The Nelson Club at TPC Las Colinas.

This premier two-day gathering will bring together industry leaders for networking, forward-looking conversations, championship golf and an opportunity to support the Foundation’s mission to advance the future of concrete and construction.

Stricklin will deliver an inspiring presentation, **“Built to Serve: Resilience, Leadership, and Purpose,”** sharing his remarkable story of survival, service and second chances. An Air Force veteran, former Thunderbird pilot, crash survivor, author, corporate trainer and founding president of Dunn University, Stricklin offers a distinctive perspective on transforming adversity into strength, building high-performing teams and leading with purpose.

Drawing on his military and construction-industry experience, Stricklin will challenge attendees to live with intention, lead with humility and use their second chances to make a difference. His message promises to be both deeply personal and highly relevant for today’s industry leaders navigating change, uncertainty and the demands of leadership.

The event begins December 7 with a welcome reception. On December 8, attendees will gather for a Thought Leadership Breakfast featuring Stricklin and MIT Professor Franz Ulm, who will explore concrete’s vital role in the future energy transition.

The day will continue with:

- A golf clinic led by PGA Tour Champions player Chris DiMarco
- A shotgun-start tournament with opportunities to play alongside DiMarco
- Networking opportunities for players, sponsors and industry leaders
- Awards and hosted tournament functions

With **registration limited to 30 foursomes**, industry leaders are encouraged to reserve their place early. Registration is \$10,000 per foursome and includes participation for four players, club rentals, access to tournament events and hosted functions, and player swag. Sponsorship opportunities are also available.

Be part of an event that connects visionaries, strengthens the industry and invests in the future of concrete and construction. Learn more and register at www.concreteadvancement.org/golf-tournament.

About the Concrete Advancement Foundation

The Concrete Advancement Foundation is a 501(c)3 nonprofit organization dedicated to accelerating research, education, and best practices in concrete materials and construction to build safer, more durable, and sustainable infrastructure. Through convenings, grants, and partnerships, the Foundation supports industry transformation and prepares the next generation of industry professionals.

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