

**FOR IMMEDIATE RELEASE:**

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*Fu-Tung Cheng, author of bestseller Concrete Countertops and the recent Concrete At Home*

**Business Savvy:**

**CHENG Concrete Exchange Announces New  
Concrete Countertop Fabricator Training Program**

*The Leader in Concrete Countertops Launches New Seminar Designed  
to Help Professionals Grow Their Concrete Business*

BERKELEY, CA (August 28, 2007) — In response to the ever-growing demand for concrete countertops and concrete formations within the home, CHENG Concrete Exchange is pleased to announce the development of its most focused, business-specific concrete countertop training program to date. **Concrete Countertop Fabricator Training**, the first educational program created to address the ever-growing professional concrete countertop industry, will be available starting in November of 2007.

Throughout the course, students — who will include professional fabricators, contractors, builders and designers from across the nation — will be educated in the fundamentals of developing, marketing and managing a concrete countertop business. Furthermore, detailed education in the design, craftsmanship and specification of concrete pieces will be emphasized.

This unique, 3-day seminar was developed by Fu-Tung Cheng, award-winning designer, speaker and author of best-selling books, *Concrete at Home* and *Concrete Countertops*. Known for his innovation and creativity, Cheng and his team of product development experts created this intensive program specifically for the concrete professional interested in taking his or her business to the next level.

### **Higher Education**

Features of the seminar will include professional marketing techniques from industry insiders, ways in which concrete professionals can streamline processes and minimize costs, and tricks of the trade to improve design creativity and thus help improve the bottom-line of any concrete countertop business. The seminar will also include design secrets from Fu-Tung Cheng and how he grew and developed his world-renowned concrete business from a simple idea into an innovative empire.

“The concrete countertop business has huge potential. The ways a professional can develop their business by applying the methods and techniques we provide in this seminar is a true business investment opportunity,” said Mike Heidebrink, Director of Product Development at CHENG Concrete Exchange. “There is no question this seminar will provide any professional the tools necessary to grow their business and build a career in the concrete industry. The information offered by Fu-Tung’s seminar is second-to-none in terms of relevance and long-term investment benefit.”

“As clients become more discerning, the professionals they hire will need to understand the importance of design and craftsmanship. However, it doesn’t stop there. Professional contractors and fabricators must learn the importance of running a solid business and positioning their particular shop as unique and innovative,” said Fu-Tung Cheng. “In keeping true to this belief, we developed Concrete Countertop Fabricator Training.”

### **Class Syllabus**

The scholarly aspect of this seminar is evident in the topics offered for discussion and mastery. In addition to general concrete business management and basic good business practices, the Cheng team will also provide sessions on: concrete mixing and pouring, design, engineering reinforcement, multiple mold-making methods, polishing and detailing, artwork and inlays, materials handling, sealing, sink installation, as well as advanced troubleshooting methods. And, as always, the "Cheng Way" of concrete countertop formation will be the backbone of the 3-day experience.

### **Continuing Education**

All CHENG Concrete Exchange classes, seminars and instructional products represent the cutting-edge in concrete countertop education. By attending any of the Cheng Academy classes (Essentials Training, the Advanced Training Seminar, and now, Concrete Countertop Fabricator Training) individuals can start becoming fully-schooled in the Cheng design aesthetic. By learning these concepts, attendees will have skills and design tools which can then be incorporated into their own small-business practices. Fu-Tung's mantra that education is a fundamental pillar of success is evident in this complete series of concrete countertop classes.

### **Get Informed**

The **Concrete Countertop Fabricator Training Program** will be offered for the first time November 12-14, 2007. Enrollment is now open and seats are quickly filling to be a member of the inaugural class of attendees. For additional information on this program, scheduling, or for instructional products, Essentials Workshops, Advanced Training Seminars, CHENG Concrete Exchange products, or to become a Concrete Exchange Member, please visit [www.concreteexchange.com](http://www.concreteexchange.com) or contact John Geluso at (510) 849-3272 ext. 217, or [jgeluso@chengdesign.com](mailto:jgeluso@chengdesign.com).

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Figure 1: Fu-Tung Cheng shares design tips with a recent class