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*Fu-Tung Cheng, author of bestselling Concrete Countertops and Concrete At Home*

**Nationwide Expansion:**

**Cheng Concrete Training Academy Announces New  
Cheng Center of Excellence - Atlanta**

*Training Facilities Expanded to Accommodate Fast-Growing Demand*

BERKELEY, CA (November 14, 2007) — In response to the increasing demand for concrete countertop education developed by world-renowned author and designer Fu-Tung Cheng, the Cheng Concrete Training Academy is pleased to announce its upcoming nationwide expansion. The Cheng Concrete Training Academy will soon boast a facility located in Atlanta, Georgia and will be known as the Cheng Center of Excellence – Atlanta.

This new, top-of-the-line East Coast training facility will offer the curriculum developed and made famous by Fu-Tung Cheng and his team of concrete professionals. First offering the Essentials Workshop, a one-day seminar imparting the basics of concrete countertop design and education, the Cheng Center of Excellence – Atlanta will be headed by Cheng-certified artisan David Akers.

Akers, a long-time master concrete craftsman, designer and successful business-owner, was trained and handpicked by Fu-Tung himself to lead the first national training facility bearing the Cheng Concrete name.

The Cheng Center of Excellence - Atlanta is the first of many Cheng training facilities that will open across the U.S. over the course of the next year. Akers was selected to lead the first center because of his skill, extreme concrete mastery and his deep understanding of the concrete medium. Furthermore, his commitment to good design and his immaculate business principles sealed the deal. He and the Cheng team of concrete professionals will conduct the introductory Essentials Workshop in Atlanta.

### **The Story Behind David Akers and Amelia Concrete Fusion**

David Akers is a Cheng-certified Designer and Fabricator of custom concrete products. The son of a carpenter and lifetime craftsman, Akers began his career working as a designer and builder of high-end cabinets, thus carrying on the family tradition of operating a custom finishing company specializing in detailed woodworking.

Having mastered the art of woodworking, Akers sought opportunity in other fields, such as masonry and concrete. His experience with custom concrete dates back to 1972, when he designed and fabricated his first concrete countertop. He continued working with the material while spending many years in bridge design, engineering, and construction.

More recently, Akers owned and managed a successful firm in the Atlanta area specializing in the design and development of medical facilities. His innate design capabilities, precise fabrication skills, vast knowledge of concrete, and diverse project management skills led him to his newest endeavor, Amelia Concrete Fusion. This firm, which provides design, fabrication, and installation of custom concrete products for residential and commercial use, will serve as the southeastern headquarters for the first-ever Cheng Center of Excellence – Atlanta.

“I have the utmost faith in David’s ability to carry-on the Cheng aesthetic to this brand-new and growing audience,” said Fu-Tung Cheng. “David’s skill is apparent, and as one of the few individuals bearing the status of Cheng-certified, his involvement ensures the quality and methodology long-associated with Cheng Concrete and the Cheng Concrete Training Academy. I am both proud and excited to be affiliated and working with David on this venture.”

### **The Basics on The New Essentials**

The **Essentials Workshop** and corresponding continuing education programs were originally created to address the ever-growing professional concrete countertop market. The new Essentials Workshop offering in the Center of Excellence - Atlanta was selected to address this demand, as the market is growing at a particularly rapid pace in the Southeast, second only to the California market, which is regarded as the birthplace of the concrete countertop industry.

The Southeastern facility will cater to budding concrete craftspeople in the Carolinas, Alabama, Arkansas, Louisiana, Florida, Tennessee, Mississippi and Georgia. Atlanta is geographically positioned as one of the major southern hubs and is easily accessible via highway or air to all areas within this region. The Essentials Workshop will be offered on a convenient, monthly basis beginning January 5, 2008.

Throughout the course, students — who will include professionals and do-it-yourselfers from across the Southeast or the entire nation — will be educated in the fundamentals of designing and creating concrete countertops. Furthermore, detailed education in the Cheng design philosophy, as well as craftsmanship and construction techniques will also be emphasized. The Essentials Workshop is truly everything you need to get started in concrete.

The seminar will also include design tips and techniques specially developed by Fu-Tung Cheng and how he grew his world-renowned concrete business from a simple idea into an innovative empire. “The concrete countertop industry is thriving. It has huge potential, not only from a professional business perspective, but also within the

DIY market, where creating concrete countertops is a huge trend,” said Mike Heidebrink, Director of Training and Product Development at Cheng Concrete. “There is no question the Essentials Workshop will provide any attendee the tools necessary to get started in the concrete industry. The information offered in the Essentials Workshop is second-to-none in terms of interest and relevance for anyone looking to learn a new skill and get busy getting creative with concrete.”

### **More Than Just Concrete - 101**

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

The Essentials Workshop will be offered for the first time ever at the Cheng Center of Excellence - Atlanta on January 5, 2008. Enrollment is now open and these coveted initial, first seats are quickly filling. For additional information on this program, scheduling, or for instructional products, other Essentials Workshop locations, Advanced Training Seminars, Cheng Concrete 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).

### **About Cheng Concrete and the Cheng Concrete Training Academy**

Cheng Concrete is the premier source for concrete success. Created as a division of Cheng Design Products in 2003, the present-day version of Cheng Concrete, LLC is the leading, nationwide concrete products source for the design, creation and mastery of concrete countertops and more.

Cheng Pro-Formula Mix, a groundbreaking product that eliminates the guesswork in concrete countertop creation, anchors the Cheng Concrete countertops product portfolio. Created in conjunction with the Canadian-based company *Interstar*, an industry leader in the development of pigments, admixtures and fibers, the line is further enhanced by Cheng Pro-Formula Acrylic Slurry, Sealer, Wax and a complete line of concrete accessories. The Cheng Concrete product line offers everything necessary to successfully create with concrete. For detailed product information, please visit: [www.concreteexchange.com/catalog](http://www.concreteexchange.com/catalog).

The Cheng Concrete Training Academy is hailed as the go-to source for concrete countertop and decorative concrete education. Founded by Fu-Tung Cheng as a place for all to learn, study and profess the merits and concepts behind good design, the Academy is headquartered in Berkeley, CA and boasts a full-curriculum of hands-on, uniquely crafted concrete education.

For more information about Cheng Concrete, the Cheng Concrete Training Academy and Fu-Tung Cheng, the world-renowned author and designer, please visit: [www.concreteexchange.com](http://www.concreteexchange.com).

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