

NEWS RELEASE
For Immediate Release
Contact: Heather Hawes
630.772.1022
heather@ConstructionMarketingAssociation.org

Construction Marketing Association (CMA) Announces National Board of Directors

Naperville, IL—November 30, 2010—The Construction Marketing Association (CMA), a professional organization recently launched, has appointed six directors and seeks more. Founder and chairman Neil M. Brown has announced that Rick Kean, Jim Scarlata, Kevin Enke, Tim O'Brien, Deborah Hodges and Paul Deffenbaugh have agreed to serve on the board.

Mr. Kean is Managing Director of the Business Marketing Institute, and former Executive Director of the Business Marketing Association (BMA). Mr. Scarlata is Marketing Director for Knaack LLC, a division of Emerson Electric. Mr. Enke is Marketing Director for Accessory Brands at Robert Bosch Tool Corp. Mr. O'Brien is Marketing Manager at Case New Holland Construction Equipment, and a Caterpillar veteran. Ms. Hodges is Executive Director of the Construction Writers Association, and a former Bovis Lend Lease executive, among other firms. Mr. Deffenbaugh is Chief Content Officer of Deep Brook Media.

"I have known and worked with Rick, Jim and Kevin, and respect their relevant experience and marketing skills," states Chairman Brown. "Each have already contributed incredible advice in the development and start-up. Tim, Deborah, Paul and I have just recently started working together, and their insights and enthusiasm are already contributing greatly to our association."

The association is actively seeking additional directors and hopes to recruit a director from a major construction company, homebuilder or engineering firm. In addition, a number of Groups are forming that will require leadership including Construction Technology, Social Media, Home Center/Retail, Architectural/Engineering, Chief Marketing Officers and more.

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Full information on the association is available on the website at www.ConstructionMarketingAssociation.org. The site links to the [Construction Marketing Blog](#) with marketing news, resources and related content, and the association's [Twitter](#), [Facebook](#) and [YouTube](#) pages. Questions? Contact Neil Brown at 630-579-8383.