

**NEWS RELEASE**  
For Immediate Release  
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## ***Construction Marketing Association (CMA) Launches***

Naperville, IL—March 1, 2010—A professional association was recently launched for marketing managers and executives in construction-related industries. The Construction Marketing Association (CMA) provides professional development resources, networking and recognition in North America. The live website can be accessed at [www.ConstructionMarketingAssociation.org](http://www.ConstructionMarketingAssociation.org).

A continuing education division, the [Construction Marketing Institute](#) (CMI), will offer a Certified Construction Marketing Professional (CCMP) certificate and designation, along with several marketing training programs.

Association members can access extensive marketing and construction-related resources and information, a member directory and member profiles, and a career center with job postings.

In addition, the Construction Marketing Association will host the annual [CME STAR™ Awards](#) recognizing construction marketing effectiveness across over 90 categories with a certificate and statuette.

Founder and Chairman Neil M. Brown, a construction market veteran from both client and agency-side, identified the need for a niche-focused professional group after years of participation in such marketing associations as the American Marketing Association (AMA), and the Business Marketing Association (BMA).

*"Specialized professional groups are common in Europe, and in North America for other marketing categories like healthcare and finance. Our focused resources will make the CMA attractive to both employers and marketing staff of construction brands,"* states Neil Brown.

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Full information on the association is available on the website at [www.ConstructionMarketingAssociation.org](http://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.

*EDITOR'S NOTE: Jpeg images of Neil Brown and the CMA logo attached*