

NEWS RELEASE
For Immediate Release
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Market Research Best Practices – Construction Webcast Panel Discussion – April 15, 2011

Naperville, IL—March 24, 2011—The Construction Marketing Association (CMA) announces a Webcast Panel Discussion entitled Market Research Best Practices for Construction scheduled for Friday, April 15, 2011 at 12 pm CST. The webcast is free to both members and non-members.

Panelists include Alison Brown, Market Research Analyst for Kiewit Corporation, a (ENR) top 10 construction firm, and Jodie Ruana, New Product Research Analyst for Calculated Industries, a leading manufacturer of pro trade calculators and measuring tools. Construction Marketing Association (CMA) Chairman Neil M. Brown will moderate the blue-chip panel and share the results of a recent survey on market research best practices in the construction industry.

The presentation will be available via the association events webpage following the webcast. To register for the event, link to:

http://www.constructionmarketingassociation.org/CMI_Events.cfm.

"Market research in the construction industry is growing in importance as the cost of marketing failure increases," states Neil M. Brown. "Our panel will demonstrate some of the options, along with tips for effective research."

To participate in the Market Research Survey, link to:
[Market Research Survey](#)

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ABOUT CMA

The Construction Marketing Association (CMA) provides professional development and training, resources and information, networking and recognition to marketers in the construction industry. 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](#), [YouTube](#) and [LinkedIn](#) pages. Questions? Contact Neil Brown at 630-579-8383.

ABOUT THE PANELISTS

Alison Brown is Market Research Analyst for Kiewit Power, a leading engineering, procurement and construction firm in the power generation industry, and a division of Kiewit Corporation, a Top 10 construction firm per Engineering News Record. Alison performs market research for North American power markets, including regional power market analysis, tracking of power projects, business intelligence, industry data and analysis. She has over ten years experience in the industry, and is also a licensed mechanical engineer in the State of Kansas. Alison earned a BS Mechanical Engineering from the University of Kansas, and an MBA from the University of St. Mary.



Jodie Ruana is New Product Research Analyst for Calculated Industries, the leading manufacturer of professional trade calculators and measuring tools. Jodie has 25 years of experience in marketing research specializing in product development and concept testing, including over 40 patented products and all stages of market research from testing, to market and competitive analysis, market sizing, strategy and planning. Early in her career, Jodie founded the second largest grip tape manufacturer in the world. Jodie earned Bachelor Degrees in both Economics and Marketing from California State University-Fresno.



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