

NEWS RELEASE
For Immediate Release
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Practical Marketing Considerations for Construction Brands: Webcast May 15

Naperville, IL—March 17, 2012—A webcast from the Construction Marketing Association (CMA) will address the three very important aspects of marketing in the construction industry: hiring marketing talent, selecting marketing partners, and improving teamwork between marketing and sales departments. The free webcast for members and non-members is scheduled for Tuesday, May 15, 2012, at 1 pm CST.

Panelists include Carrie Halle, Marketing Planning and Product Strategy Manager for Sloan Valve Company and CMA board member, and CMA Chairman Neil M. Brown. Other panelists to be announced.

"With the fast-changing marketing mix, it is more difficult to find qualified marketing staff and agency partners," states Neil M. Brown. "Establishing effective communications and processes between marketing and sales has always been critical, but has some new considerations with the changing roles of marketing."

To **register** for the free *Practical Marketing Considerations for Construction Brands* Webcast, link to: http://www.constructionmarketingassociation.org/CMI_Events.cfm.

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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. CMA sponsors the annual Construction Marketing STAR Awards, and Construction Marketer of the Year Awards. Full information on the association is available on the website at www.ConstructionMarketingAssociation.org. The site links to the award-winning [Construction Marketing Blog](#) with marketing news, resources and related content, and the association's [Twitter](#), [Facebook](#), [Google+](#), [YouTube](#) and [LinkedIn](#) pages. Questions? Contact Neil Brown at 630-579-8383.

ABOUT Carrie Halle



Carrie Halle manages product strategy for leading plumbing products manufacturer Sloan Valve. Prior to Sloan, Carrie was Marketing Director for Knaack Div. Emerson Electric. Carrie's specialty is eMarketing in both B2B and B2C including such brands as Verizon, Sprint/NEXTEL, Motorola, OnStar, Bluetooth, Mercedes-Benz, BMW, and Zurich North America. She graduated from the University of Wisconsin-Madison, with both a BBA and an MBA.

ABOUT Neil M. Brown



Neil Brown is Chairman of the Construction Marketing Association. He has been CEO of numerous marketing consulting and creative agencies for the past 15 years, managing some of the biggest brands in the construction sector including Emerson Electric, USG and Bosch Tools. Prior to the agency-side, Brown was a brand manager at electrical products marketing powerhouse IDEAL Industries, and later CMO of an architectural metals manufacturer. Neil is a frequent speaker, author and contributor to BtoB magazine, Advertising Age, Marketing Week and the Construction Marketing Blog. He holds a BS-Marketing from Southern Illinois University, and an MBA from Northern Illinois University.

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