

**NEWS RELEASE**  
For Immediate Release  
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## ***A/E/C Marketing Best Practices Webcast***

Naperville, IL—August 17, 2011— A webcast on Architectural, Engineering and Construction or **A/E/C Marketing Best Practices** is now open for registration on the Construction Marketing Association (CMA) website. The free webcast for members and non-members is scheduled for **Thursday, September 15, 2011** at 1 pm CST.

Learn how architectural, engineering or construction firms market their services. Deborah Hodges, Executive Director of the Construction Writers Association, former SMPS president and A/E/C alum will share examples of how construction firms deploy marketing. Wendy McBay, Marketing Director from Reed Construction Data will identify how A/E/C firms can best use lead services for marketing and business development. And A/E/C veteran and consultant Hope Wilson will present how to market construction services to the government. Finally, CMA Chairman Neil Brown will share results of a national survey on A/E/C marketing best practices. To take the survey, link below:  
<http://www.surveymonkey.com/s/ZTSXLNR>.

*“A/E/C firms have been impacted by the economic environment more than anyone, and consequently marketing has become a top priority. In the growth years most would agree that marketing was secondary,”* states Neil M. Brown. *“Our panelists will share insights and tips for maximizing marketing effectiveness.”*

To **register** for the free *A/E/C Marketing Best Practices* Webcast, link to:  
[http://www.constructionmarketingassociation.org/CMI\\_Events.cfm](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. Full information on the association is available on the website at [www.ConstructionMarketingAssociation.org](http://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](#), [YouTube](#) and [LinkedIn](#) pages. Questions? Contact Neil Brown at 630-579-8383.*

### ABOUT THE PANELISTS

**Deborah Hodges** is Executive Director of the Construction Writers Association (CWA), and President of Golden Square LLC, an association management firm. Prior to CWA Deborah served in marketing roles with Bovis Lend Lease, OWP/P (Cannon Design), Nova Environmental Services and more. In addition, she served as President of the Society for Marketing Professional Services (SMPS) for 19 years, and is on the Board of Directors for the Construction Marketing Association (CMA). Deborah earned a MA Business Administration from DePaul University, a BA Organizational Communications from North Central College, along with advanced studies at the University of Notre Dame.



**Wendy McBay** is Director of Marketing at Reed Construction Data in Atlanta, GA, with 15 years experience in construction industry marketing. Prior to joining Reed Construction Data, Wendy served in several roles at Acuity Brands Lighting including social media, distributor marketing, specifier marketing, market research, strategic pricing and marketing information systems. In addition, Wendy is trained in lean manufacturing, achieving Six Sigma Green Belt certification. She holds both an MBA in Marketing and a Bachelor of Science in Marketing from Auburn University.



**Hope Wilson**, CPSM, is Principal of Wilson Business Growth Consultants. Prior to consulting, Hope managed marketing for many AEC firms including Jacobs Engineering, Carter & Burgess and Power Engineers. Hope has authored numerous articles and papers including *Funnel Government Funds to Your Clients Projects: Five Components of a Strong Government Affairs Program*, which will be published by the Society for Marketing Professional Services in August 2011. Hope holds a Master's degree in communications from the University of Denver, and a BA, English from the University of Northern Colorado.



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