

NEWS RELEASE
For Immediate Release
Contact: Heather Hawes
630.772.1022

heatherh@ConstructionMarketingAssociation.org

New Product Development & Launch – Construction Webcast July 14

Naperville, IL—June 23, 2011— A webcast entitled **New Product Development and Launch Best Practices** for Construction is now open for registration on the Construction Marketing Association (CMA) website. The free webcast for members and non-members is scheduled for **Thursday, July 14, 2011** at 1 pm CST.

With stratospheric new product development costs, and new product failure rates in excess of 90%, product development and launch systems and processes must be carefully evaluated and more effectively implemented.

Join panelists Jeff Kotz, Product Marketing Manager for Weather Guard Div. Emerson Electric, and Debbie Miller Pierce, agency principal to review new product best practice examples. CMA Chairman Neil Brown will share results of a national survey on product development, along with a new product launch checklist. The Product Development Survey is available at: <http://www.surveymonkey.com/s/HDPQKZ9>

"New product development and launch is both the greatest growth opportunity, and riskiest undertaking due to expense," states Neil M. Brown. "This webcast will demonstrate new product development examples, and provide some tools and resources for construction marketers."

To **register** for the free *New Product Development and Launch* 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. 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

Jeff Kotz is Senior Product Marketing Manager for Weather Guard Div. Emerson Electric where he manages product development and launch for van equipment. Prior to Emerson, Jeff held numerous positions with Motorola including Category Manager, Senior Product Manager, and Engineering Section Manager. He earned an MBA from DePaul University, and a Bachelor of Science in Mechanical Engineering from the University of Illinois-Urbana.



Debbie Miller Pierce is President of MillerPierce, a full service marketing agency based in Indianapolis. Founded in 2000, Debbie and MillerPierce have completed countless, successful marketing, research and operational programs for public utilities, not-for-profit organizations and Fortune 500 organizations including DowElanco, Caterpillar, Medtronic, Ansell, Sleep Comfort and 3M. Debbie's expertise is shown in her own business savvy – under her direction, MillerPierce has doubled in size year-over-year, experienced little client turnover and exponentially added new and innovative services to meet clients needs.



Neil M. Brown is Chairman of the Construction Marketing Association, and Chief Marketing Officer (CMO) of Construction Marketing Advisors. Prior to these roles, Brown was CEO of numerous marketing consulting and creative agencies for the past 15 years, managing some of the biggest brands in the construction sector. Brown was a brand manager at electrical products marketing powerhouse IDEAL Industries, and later CMO of an architectural metals manufacturer. Neil earned an MBA from Northern Illinois University, and a BS-Marketing from Southern Illinois University. Neil is a frequent speaker, author and contributor to *Advertising Age*, *BtoB* magazine, *Marketing News* and many other publications. In 2009, he published the book, *Branding Best Practices: A Guide to Effective Product and Business Naming*.



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