

NEWS RELEASE
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Social Media Best Practices for Construction ***Webcast Panel Discussion September 15, 2010***

Naperville, IL—August 15, 2010—The Construction Marketing Association (CMA) announces a Webcast Panel Discussion: Social Media Best Practices for Construction on September 15, 2010 at 12 pm CST.

The free webcast will feature panelists from such leading construction brands as Caterpillar, USG and Emerson Electric. Panelists will share how their construction brands utilize social media, how social media integrates with other Internet initiatives, what results have been realized, how to measure, and more. The panel will discuss use of blogs, [Facebook](#), [Twitter](#), [YouTube](#), [LinkedIn](#), and microsites.

Panelists include Kevin Espinosa from Caterpillar, Melissa York from USG and Carrie Halle from Knaack Div. Emerson Electric (bios below). The panel will be moderated by [Neil M. Brown](#), Chairman of the Construction Marketing Association.

"Social media is an exciting marketing opportunity for the construction industry if implemented effectively. While there is a lot of hype, we are increasingly identifying best practices, and more importantly, measurable results", states Neil M. Brown. "Still many construction brands have not leveraged this important channel of communications, and hence the need for such a webcast."

To register for the Free Webcast Panel Discussion, 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

[Kevin Espinosa](#) is Channel Development Manager responsible for [Caterpillar](#)'s public facing web site and social media strategy, along with Caterpillar's CRM center of excellence and strategy, PartStore, Build & Quote, and CatUsed.cat.com. Prior to his current assignment, Espinosa held many positions at Caterpillar including Dealer Service Operations, Project Leader in Software development, CRM Analyst, and Web Service Manager. Kevin is a graduate of Bradley University, and holds a Strategy Professional Certificate from the Massachusetts Institute of Technology.



[Melissa York](#) is Director, Integrated Marketing at [USG](#) Corporation, the leading manufacturer of Sheetrock® brand gypsum panels. York is responsible for the USG marketing strategies, communication plans, online experience, public relations and more. Prior to USG, Melissa was Account Director for several agencies working with such brands as Toshiba, Honda, Sony, Safeway, International Truck (now Navistar). She earned a BA from The Ohio State University.



[Carrie Halle](#) is Marketing Manager for [Knaack](#) Div. [Emerson Electric](#), the leading brand of construction jobsite, truck and van storage. Halle manages Knaack Internet and social media initiatives including microsites, search engine marketing and promotions. 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.



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