

**NEWS RELEASE**  
For Immediate Release  
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## ***Killer Construction Content — Webcast May 16***

Naperville, IL—April 18, 2011—A webcast entitled *Killer Construction Content* is now open for registration on the Construction Marketing Association (CMA) [website](#). The free webcast for members and non-members is scheduled for Monday, May 16, 2011 at 12 pm CST.

The webcast will include panelist Paul Deffenbaugh, Chief Content Officer of [Deep Brook Media](#), and former Editorial Director of Reed Construction Group, along with Neil M. Brown, Chairman of the Construction Marketing Association.

Deffenbaugh will provide an editor's perspective on how construction marketers can more effectively develop a content plan and strategy, along with implementation tips. Brown will share how the association manages content, and highlight several whitepapers and resources that support content management.

*"Content is becoming the secret weapon in marketing warfare, both in business-to-business and construction markets, and most marketers admit to weaknesses in managing content", states Neil M. Brown. "This webcast will help you understand both big picture strategy, and specific how-to details of a content program".*

To **register** for the free *Killer Construction Content* 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 [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

**Paul Deffenbaugh** has more than 20 years in the residential construction. His background includes editorial director for the Residential Construction Group at Reed Business Information for Professional Builder, Professional Remodeler, Custom Builder, Housing Giants, and HousingZone.com. In addition, Paul was co-founder of the Remodeler's Guild, a national remodeling company. Deep Brook Media develops content and strategies for leading construction brands. Deffenbaugh has appeared on CNBC, Wall Street Reports, and CBS This Morning. He is a three-time winner and five-time finalist of the coveted Jesse H. Neal Award for editorial excellence, and has been recognized several times by the American Society of Business Publication Editors and the National Association of Real Estate Editors. Paul earned a degree in Philosophy from Wabash College in Crawfordsville, Ind. and has a Master of Fine Arts in creative writing from George Mason University in Fairfax, Va.



**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.



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