



105 Saranac Ct.
Bloomington, IL 60108
P 630 894-0513
F 630 894-0514

For Immediate Release:

CPGC Corporate Liaison
October 1, 2004
Press Contact: Richard Bright
richard.bright@comcast.net
P 410 869-3253

**CONSTRUCTION PEER GROUP CORPORATION ANNOUNCES
ALIGNMENT WITH MAJOR TRADE ASSOCIATION**

(Bloomington, IL) – Ronald A. McKenzie, CEO and President of Construction Peer Group Corporation (CPGC) announced today a business alignment with major construction industry trade association – the Painting and Decorating Contractors of America (PDCA).

The purpose of the alliance is to provide a comprehensive new education program for the association members – A “Construction Peer Group Program”. These new programs are totally focused on the CEO and President and allow members in the same industry to participate in a peer group setting to work through major issues affecting their business. “These are groups of non-competing contractors from different States that come together to share “best practices” with their peers,” said Ron McKenzie. “The groups will also be specialized based on specialty. For example commercial, residential, industrial and craftsman. Members will discuss issues ranging from human resources to financial performance, as guided by experienced construction industry facilitators. The participants will also receive software to assist them in developing strategic, business and marketing plans. Tracking key performance indicators is also part of the process and are benchmarked with their peers, as well as within their industry.

“This is a totally unique program. It not only provides professional facilitation, but also best practice solutions offered up by experienced member CEO’s in their industry. Perhaps even more unique is the fact that they follow a proven curriculum and coach each member towards agreed goals. The take home value is phenomenal,” said Robert C. Miller, PDCA’s President.

Dr. Ian R. Horen CAE, PDCA CEO, said, “One of the greatest benefits of associations is the ability to network with your peers. This new program provides a safe haven and a formal process for members to share and grow their businesses together.” CPGC has been working on the development of this kind of program for two years now. CPGC completed the curriculum, software and all the processes, to provide participants the tools they need to become true leaders in their industry. Dr. Horen also said “It became clear at an early stage that we need professional help to develop this cutting edge CEO experience. With CPGC’s experience in the



construction industry, as well as a proven track record with peer groups, they were the natural choice.”

The Construction Peer Group Corporation (CPGC) was appointed manager of the program and has experience in the peer group facilitation necessary to be successful. Ron McKenzie, CEO and President of CPGC has over 30 years of experience in the construction environment.

Ron has authored Parthenon Planning Software, a business-planning tool for contractors and co-authored a business-planning book published by McGraw-Hill. Ron spent over seven years in a Contractor Marketing seminar series that focused on marketing and business development for contractors and subcontractors, is a licensed architect and is a strategic business planner focused in the construction industry.

Richard Bright is the co-founder of the CPGC program and works with associations in developing benefit packages for their members. Richard is also an international speaker who addresses topics on CEO Peer groups, entrepreneurship, sales, marketing and motivation. Richard was also the past Marketing and Communications Director for the Young Entrepreneurs' Organization. Richard said “The peer groups managed by CPGC are focused on developing the sharing of best practices for the association members. The meetings are full of content, which helps the CEO and Presidents make key strategic decisions.

###

MORE INFORMATION ON CONSTRUCTION PEER GROUP CORPORATION:

Ronald A. McKenzie and Richard Bright formed Construction Peer Group Corporation to provide a safe haven for CEO's and presidents in exchanging best practices. Ron can be reached at ron@constructionpeergroups.com or (630) 894-0513, or view the CPGCorp web site at www.constructionpeergroups.com.

CPGCorp Vision: Create competitive free environments for construction industry professionals to meet and exchange ideas and seek solutions for improvement.

CPGCorp Mission: To facilitate construction peer groups by setting agendas and goals that focus on construction industry business challenges in an on-going effort to assist in company growth.

CPGCorp Values: To provide the very best peer group program content in an environment conducive to exchanging best practices with one's peers.

MORE INFORMATION ON PDCA:

PDCA, founded in 1884, represents the interests of professional painting and decorating contractors nationwide. Among the most prominent objectives of PDCA are the enhancement and further development of the painting and decorating profession and industry. Today, PDCA represents the interests of over 5,000 owners and top-flight managers from more than 3,400 painting and decorating firms across the U.S. and Canada. www.pdca.org

-end-