



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

**For Immediate Release:**

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

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

**(Bloomington, IL)** – Ronald A. McKenzie, CEO and President of Construction Peer Group Corporation (CPGC) announced today a business alignment with the American Subcontractors Association (ASA). This is the second major trade association that CPGC has announced this year. CPGC is also the approved peer group management company for the Painting and Decorating Contractors of America (PDCA).

The purpose of the ASA alliance with CPGC is to provide a new education program for the ASA Subcontractor Peer Group Program. This new program focuses exclusively on the needs of construction subcontracting firms' CEOs and Presidents, creating a peer group setting in which leaders can work through major issues affecting their businesses. The format, which brings together leaders from non-competing trades, encourages sharing of information and best practices among participants, who address issues ranging from human resources to financial performance.

“One of the greatest benefits of associations is the ability to network with your peers,” said E. Colette Nelson, ASA executive vice president. “This new program capitalizes on the ASA network and provides a formal process for members to share their insights and grow their businesses.” ASA selected the Construction Peer Group Corporation as manager of the program. “This cutting-edge CEO experience is made possible by the facilitating skills of CPGC and its professionally developed curriculum and software,” said Nelson. “With CPGC’s experience in the construction industry, as well as a proven track record with peer groups, CPGC was the natural choice.”

Experienced industry facilitators will guide the peer groups in a curriculum designed for companies who are seeking growth and profitability. “These are groups of non-competing subcontractors from different States that come together to share “best practices” with their peers,” said Ron McKenzie.“

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Participants also receive a business planning software package to help them develop strategic, business and marketing plans, as well as to track key financial performance indicators. These performance indicators are benchmarked to their peer's performance as well as their industry as a whole.

Ron McKenzie, CEO and President of CPGC, has over 30 years of experience in the construction environment. Ron is the author of Parthenon Planning Software, a business-planning tool for contractors, and has 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. He is a licensed architect and 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 have a core content specifically designed for CEO's and Presidents to look at their businesses from a different vantage point, and with the input from other like companies in the sharing of best practices, develop a framework for them to make key strategic and financial decisions."

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**MORE INFORMATION ON ASA:**

The American Subcontractors Association Inc. is an IRS section 501(c)(6) non-profit, national, membership trade association of 5,500 subcontractors, specialty trade contractors and suppliers in the construction industry.

**ASA Vision:** The American Subcontractors Association is recognized as the united voice dedicated to improving the business environment in the construction industry.

**ASA Mission:** The American Subcontractors Association, comprised of professional constructors, suppliers and service providers, represents the construction industry through advocacy, leadership, education and networking.

**ASA Values:** The ideals and beliefs of ASA are ethical and equitable business practices, quality construction, a safe and healthy work environment, integrity and membership diversity.

**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](mailto:ron@constructionpeergroups.com) or (630) 894-0513, or view the CPGCorp web site at [www.constructionpeergroups.com](http://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.

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