

NEWS RELEASE

Construction Peer Groups Launched

BLOOMINGDALE, III., March 15, 2004 – Ronald A. McKenzie, a strategic business planning consultant and president of McKenzie Marketing Group, Inc. has launched Construction Peer Group Corporation (CPGC). Under development for the last two years, the new company manages the peer group process specifically for contractors, subcontractors and related construction industry professionals.

“After conducting contractor marketing seminars across the country for the last six years, I realized the benefit that occurred when participants began exchanging ideas during part of the session and at dinner afterward. The value derived from construction professionals sharing ideas in a non-competitive environment is the basis of forming peer groups,” McKenzie said.

Participants in McKenzie’s marketing seminars were drawn from various parts of the country and did not compete on a regional or local level. Locally-organized seminars frequently include competitors, which makes it difficult for them to speak freely or to ask questions that might reveal details of their marketing or business plans. McKenzie feels a true peer group environment encourages open, friendly exchange of ideas and “best practices” without conflict of interest.

He adds, “Many contractors told me after the seminars that the best part was the free exchange of ideas without having to worry about the competition knowing details of their business. Based upon this, coupled with research into existing peer groups, Construction Peer Group Corporation was formed with the charter of creating competitive-free peer group environments for construction professionals.”

CPGC peer groups are facilitated by a business consultant and offer an open, ongoing environment in which construction professionals share business concerns and work on solutions with a facilitator. Groups meet four times a year, and members are able to access the expertise of the facilitator as needed between scheduled sessions.

Construction Peer Group Corporation is a national peer group management company that creates competitive free environments for construction professionals to meet and exchange ideas and seek solutions for improvement.

McKenzie also is president of McKenzie Marketing Group, Inc., a national strategic planning/marketing company that helps contractors develop a positioning advantage through marketing and business development planning. McKenzie, a registered architect, also is co-author of *Successful Business Plans for Architects* published by McGraw-Hill, and publisher of *Strategic Thinking*[™] a monthly newsletter. He can be reached at (630) 894-0513, or ron@constructionpeergroups.com. More information about peer groups is available at www.constructionpeergroups.com.

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CONSTRUCTION PEER GROUP CORPORATION is Launched By Strategic Planning Consultant

Additional Information: NEWS STORY

Research has shown that most peer groups fail because they are not managed. If the group is highly self-motivated then it will succeed; however, investigation has shown that most of these groups have difficulty staying motivated and keeping on-track. To be successful, Peer Groups need to be managed by experienced facilitators who set up and manage the meeting, and responds to the group's interests by setting appropriate agendas and goals. Peer groups that are managed by an industry professional are the ones that are most successful. These peer groups become a powerful source of inspiration, leadership, training and resourcefulness for member companies. There is nothing that can take their place, and there is nothing more enjoyable then exchanging ideas with your peers in a comfortable non-competitive environment.

Construction Peer Group Corporation provides management leadership for construction professionals who are looking for a Peer Group to assist them with their business. Members are matched with a peer group according to the needs of the company and the individual. These groups are not only formed for CEO's and presidents, but also for business developers, marketing executives, human resources and other construction leaders.

The Peer Group can also be formed around how a contractor delivers a service, such as design/build or Construction Management. So, for example, a business developer working for a design/build company might want to sit down with other business developers from construction companies using design/builder as a delivery method. Or, a group of contractors who specialize in churches might want to sit down together. Likewise, companies that represent pre-engineered metal buildings may want to exchange ideas. The VALUE of these types of meetings is priceless. The end result for all of these groups is real competitive advantage as they are able to go back into their own market with new ideas of what has worked for others.

Construction Peer Group members meet four times a year at a location near a group member's office. That group member acts as the informal host to that particular meeting. A tour of the office is usually set up, and depending upon the goal of the meeting, they may meet in that conference room and/or meet with other company executives. Later they return to a hotel conference room and continue the discussion based upon the agenda and the goals of the meeting. The next meeting will be at a different member's location. That way, utilizing this type of rotation, the members of the Peer Group get to know the offices involved. A facilitator is involved in the entire process.

Construction Peer Group Corporation



What typically happens after a year or so a close bond is developed based upon trust and understanding with the knowledge that this group can work through any problem a member might be having. Or, sometimes a group has certain goals, such as how to become more competitive. In that case, the facilitator working for Construction Peer Group Corporation will schedule special industry speakers to be present for the meeting to work with them in developing a program. Or, the group may decide in the winter months to travel to a warm location to meet and play some golf. Basically, each peer group decides amongst themselves as to what they want to accomplish, and then the facilitator makes sure it happens.

The members pay a low annual fee to Construction Peer Group Management who sets up the peer group and facilitates the meetings. Travel and accommodations are paid for by the group member allowing him to travel in the style they are accustomed as well as following their own company policy. The facilitator pays for the joint conference room and food and refreshments, dinners, etc., and then upon returning to the office, sends a proportioned invoice of expenses to each member including the facilitator expense along with a summary of what happened at the meeting and what is planned for the next meeting. In this way, the group decides exactly what their investment level is to be. The facilitator's fee is paid by CPGC.

In today's construction environment contractors must continuously look for solutions in order to grow their company and to overcome competitive positioning tactics by other companies -- Construction Peer Group Corporation creates an environment for this to happen. For the first time there is an affordable alternate solution that provides tremendous VALUE for member companies to network and to exchange successful business practices.

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