



COMPASS Consultants Corporation PRESS RELEASE

August 2012

Las Vegas, NV -- Ronald A. McKenzie, President of COMPASS Consultants Corporation, a construction growth consulting company, located in Las Vegas, NV, announced, a NEW seminar designed specifically designed to help construction companies prosper.

Ron said, "Architects, design/builders, contractors, subcontractors, construction managers and engineers usually compete using the same sets of values, i.e., on-time, under budget, best design, best people, best expertise, etc., but this is a losing situation. Winning construction companies must move beyond these concepts to new levels of value."



This Seminar is About Marketing Tactics in a Difficult Economy

Ron McKenzie and co-presenter Larry Silver, have facilitated over 45 business-changing seminars in major cities coast-to-coast. They each have unique backgrounds in construction marketing and business planning, and hands-on experience in growing companies.

With their over fifty years of combined construction marketing experience, they can help companies focus on exactly what you need to do to increase revenue. **Larry Silver said "That the take-home material alone is worth the price of the seminar."**

This economy is difficult - there is no question about it. But the reality of the situation is, there are companies thriving in this market - some actually turning away work. They're also getting a good price for their service.

What are They Doing that your Company is Not Doing?

What You Will Learn . . .

- The importance of Social Media.
- What it takes to compete effectively without spending a fortune.
- What winning companies are emphasizing in their marketing.
- How to change your web site to attract buying customers.
- Why "Saving Your Client Money" is a widely misunderstood strategy.

Growth Strategies for Design/Builders, Contractors, Subcontractors, Construction Managers and Engineers



Ron McKenzie is president of COMPASS Consultants Corporation, a construction growth consulting company, helping architects, design/builders, contractors, subcontractors, construction managers and engineers develop a positioning advantage through Business Growth Consulting, Las Vegas Seminars and D.E.M. Publishers.

Ron is also CEO of Construction Peer Group Corporation (CPGC), founded in 2004, which is a construction peer group management company that puts non-competing contractors together and facilitates their meetings with a focus on company growth. PDCA Peer Groups and GC Peers actively help company leaders outwit their competitors. Ron has teamed up with experts in all parts of the construction industry to provide the very best consultative services designed to grow your business.

Seminar Details:

Dates: September 27 - 28

Location: Las Vegas, Nevada

Hotel: [Mirage Hotel and Casino](#)

More Information: [Seminar Details](#)

Company Information: [COMPASS Consultants Corporation](#)

Reason to Attend: To make more money in our business.

Sincerely,

Ronald A. McKenzie

President of COMPASS Consultants Corporation
Architect. Author. Advisor.

A small, square image showing a handwritten signature in cursive that reads 'Ron'.

Associations and Magazines: Ron had helped associations prosper with membership retention programs, and has authored over 200 magazine columns on marketing and planning with the emphasis on growing business. For more information, click on the following link: [Association Growth](#)

"Las Vegas: Easy To Get to. Hard to Leave."