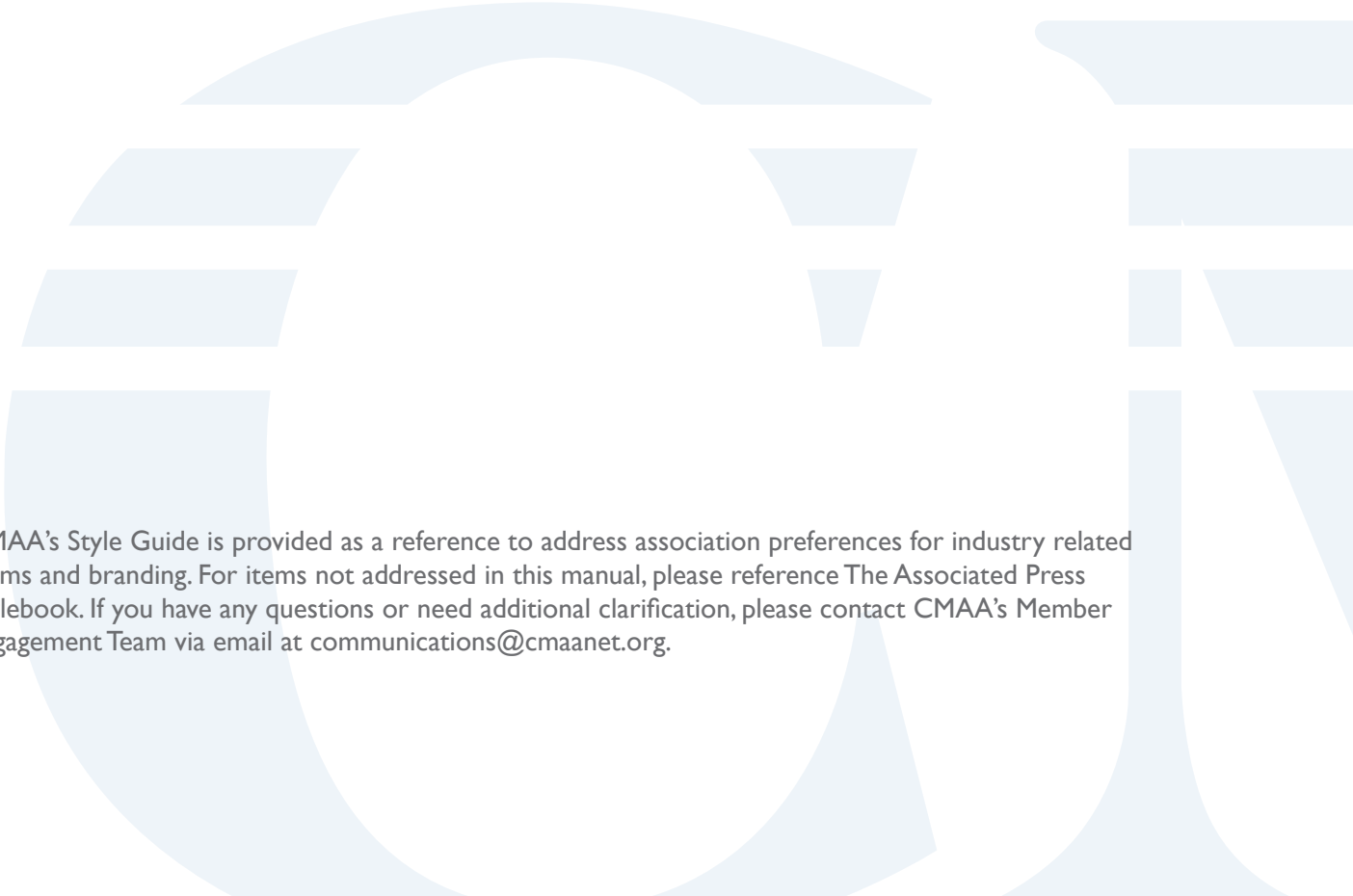




2019 STYLE GUIDE

CMAA

STYLE GUIDE

A large, faint, light blue version of the CMAA logo is centered in the background of the page, behind the text.

CMAA's Style Guide is provided as a reference to address association preferences for industry related terms and branding. For items not addressed in this manual, please reference The Associated Press Stylebook. If you have any questions or need additional clarification, please contact CMAA's Member Engagement Team via email at communications@cmaanet.org.

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OUR MISSION & VISION

CMAA is leading the growth and acceptance of construction management as a professional discipline that can add significant value to the entire construction process, from conception to ongoing operation. Membership in CMAA includes both firms and individuals to include owners, engineers, architects, contractors, educators, students...everyone with a stake in the construction industry's success. All parties to a project are vitally interested in excellence of execution including rapid completion, high fidelity to specifications, conscientious cost control, and optimum use of all resources. Professional construction management delivers these values.

Our Mission

The Mission of CMAA is to promote the profession of Construction Management and the use of qualified Construction Managers on projects and programs.

Our Vision

The Vision of CMAA is that all owners will realize project and program success by using professionally qualified Construction Managers.

CMAA is the association for Construction Managers, owners, and project teams. We provide our members easy access to services and resources, which help improve their professional performance and their firm's results. CMAA is an association that brings buyers and sellers together, providing the opportunity for the CMs to meet and network with owners, associates, and young professional members.

COMMONLY USED INDUSTRY TERMS

A

Accreditation Board for Engineering and Technology (ABET)
acknowledgment
agency CM (Agency Construction Management)
analogous estimating
as-built
as-built model
asset managers

B

backchecking
baseline schedule
basis of design document
biddability
bidder
BIM Integrator
board of directors (BOD)
board of governors (BOG)
bottom-up estimating

C

case study
cash flow
cash flow plan
certified construction manager (CCM)
change order
change order report
claims
close-out
CMAA's Body of Knowledge, CMAA Body of Knowledge
CM at-risk (or CMAR)
commissioning (Cx)
commissioning agent (CA)
commissioning authority (CxA)
commissioning meeting
commissioning plan

computerized estimating
conceptual budgets
construction activity pollution prevention plan (CAPP)
constructibility (not constructability)
construction and demolition (C&D)
construction indoor air quality plan (CIAQ)
Construction Industry Institute (CII)
construction management
construction management plan (CMP)
construction manager (CM)
Construction Manager Certification Institute (CMCI)
construction phase
construction phase verification
Construction Specifications Institute (CSI)
construction waste management plan (CWMP)
continuous commissioning
continuing education unit (CEU)
contractor (lowercase)
cost control specialist
cost loaded
cost management plan
cost manager
cost performance index (CPI)
cost variance (CV)
cost-effective, cost-effectiveness
critical path method (CPM)

D

database
daylight
daylighting
design phase
design-bid-build
design-build
designer (lowercase)
differing site condition

COMMONLY USED INDUSTRY TERMS

differing site conditions
disadvantaged business enterprise (DBE)
Disputes Review Board (DRB)
Document Control System

E

earned value analysis
earned value calculations
energy performance contract (EPC)
energy performance contracts
Energy Star
estimate at completion (EAC)
experience modification rate (EMR)

F

falsework
field-test (v.), field test (n.)
firsthand
fixed fee (FF)
flush-out
furniture, fixtures, and equipment (FF&E)
experience modification rate (EMR)

G

green building initiative (GBI)
greenhouse gases (GHGs)

H

handheld
hands-on
healthcare (one word)
high-performance

I

independent cost estimate (ICE)
index, indexes
in-house

inspection preparatory meetings
inspector's daily report
instructions to bidders
insureds

J

job hazard analysis (JHA)

L

lifecycle (not life cycle or life-cycle)
long-lead

M

man hours
master schedule
milestone schedule
mock-ups
Multi-Prime
Multiple Prime Contracting

N

net zero
non-compliance report
non-conforming
non-conforming work
non-profit
nonrenewable
notice of intent award
notice to proceed (NTP)

O

obligee
occupancy plan
offeror
off-line
off-site
off-site

COMMONLY USED INDUSTRY TERMS

off-the-grid
ongoing
online
on-site
open issues status log
operations and maintenance (O&M)
owner (lowercase)
Owner Controlled Insurance Programs (OCIPs)
owner furnished
owner's project requirements (OPR)
owner-controlled insurance program (OCIP)

P

parametric modeling
personal protection equipment (PPE)
policy maker, policy making (nouns)
policy-making (adj.)
post-construction
post-construction checklist
post-construction phase
post-occupancy checklist
posttest
pre-bid
pre-bid conference
pre-construction
pre-construction conference
pre-construction phase
pre-design
pre-design phase
pre-functional checklist
preparatory meeting
pretest
probings
procurement
procurement phase
professional development hour (PDH)
program management

project documentation system
project management
project manager (PM)
Project Management Office (PMO)
Project Procedures Manual
project team
punchlist

Q

quality assurance/quality control (QA/QC)
quality assurance (QA)
quality control (QC)
quality control plan (QCP)
quality management plan (QMP)

R

re-commissioning
record drawings
request for information (RFI)
request for proposal (RFP)
request for qualifications (RFQ)
resource-loaded
responsible-in-charge (RIC)
retainage
retro-commissioning
return on investment (ROI)
risk analysis
risk register

S

safety management services
schedule of values
schedule performance index (SPI)
schedule variance (SV)
scope
small disadvantaged business (SDB)
stagings

COMMONLY USED INDUSTRY TERMS

standards of practice (SOP)

statement of qualifications (SOQ)

sustainability

Sustainability Plan

T

testing, adjusting, and balancing (TAB)

three-dimensional; 3-D

time and materials (T&M)

toolbox

Total Quality Management (TQM)

trade-off

trade-off analysis

U

unfabricated

unliquidated

V

value engineering (VE)

value engineering change proposals (VECPs)

volatile organic compounds (VOCs)

W

walk-through

women-owned business enterprise (WBE)

work breakdown structure (WBS)

worker's comp

worker's compensation board

worldview

worldwide

Y

yearlong

year-round

DEFINING CREDENTIALS

AIA: American Institute of Architects (members of AIA who are licensed in the United States)
CBCP: Certified Building Commissioning Professional
CCC: Certified Cost Consultant
CCE: Certified Cost Engineer
CCFM: Certified Construction Financial Manager
CCM: Certified Construction Manager
CCP: Certified Commissioning Professional, Certified Cost Professional
CEM: Certified Energy Manager
CMIT: Construction Manager-in-Training
CPSM: Certified Professional Services Marketer
EIT: Engineer in Training
EVP: Earned Value Professional
ICC: Interim Cost Consultant
LEED: Leadership in Energy and Environmental Design (remember, buildings are LEED certified and people are LEED accredited)
LEED AP: Leadership in Energy and Environmental Design Accredited Professional
PE: Professional Engineer
PMP: Project Management Professional
PSP: Planning & Scheduling Professional
QCxP: Qualified Commissioning Process Provider
RA: Registered Architect

When an individual's name is written out, this is the order of credentials CMAA includes:

1st: Degree (e.g. Ph.D., JD or Esq.)

2nd: Licenses (e.g. PE, AIA, RA)

3rd: CMAA designations (e.g. CCM, CMIT, FCMAA)

Example:

John Smith, Ph.D., AIA, CCM

CAPITALIZATION

While the main function of using capital letters is to draw attention, overcapitalizing can be distracting and unnecessary.

Proper names and proper nouns should always be capitalized. Always capitalize the first word in a complete quotation, even if positioned midsentence. Do not capitalize quoted material that is not a complete sentence.

If used in a complete sentence, formal position titles should appear in initial caps when listed before a name. If separated by commas and after a name, the position title should appear in lowercase. If an occupation (construction manager, owner), there is no need to capitalize.

For Titles and Headlines

- Capitalize the first word. Also capitalize the first word after a colon or a dash.
- Capitalize all nouns, pronouns, verbs, and adverbs.
- When a capitalized word in a title or headline is a hyphenated compound, capitalize both words. Thus, Hands-On; Pre-Design Phase.
- Capitalize To, And, The, etc. in a headline.

STATE ABBREVIATIONS

If a state's name is standing alone or in conjunction with a city or town in text, spell out the entire state's name. This goes for all 50 states. It is never incorrect to spell out the name of the state in copy. When using an abbreviation, you must use the AP Style abbreviations below. When using a mailing address, use the postal abbreviations below in parentheses.

There are eight states that are never abbreviated in datelines or text. Those states are Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah.

Below are the 50 AP Style state abbreviations (postal code abbreviations are in parentheses):

Alabama: Ala. (AL)	Nebraska: Neb. (NE)
Arizona: Ariz. (AZ)	Nevada: Nev. (NV)
Arkansas: Ark. (AR)	New Hampshire: N.H. (NH)
California: Calif. (CA)	New Jersey: N.J. (NJ)
Colorado: Colo. (CO)	New Mexico: N.M. (NM)
Connecticut: Conn. (CT)	New York: N.Y. (NY)
Delaware: Del. (DE)	North Carolina: N.C. (NC)
Florida: Fla. (FL)	North Dakota: N.D. (ND)
Georgia: Ga. (GA)	Oklahoma: Okla. (OK)
Illinois: Ill. (IL)	Oregon: Ore. (OR)
Indiana: Ind. (IN)	Pennsylvania: Pa. (PA)
Kansas: Kan. (KS)	Rhode Island: R.I. (RI)
Kentucky: Ky. (KY)	South Carolina: S.C. (SC)
Louisiana: La. (LA)	South Dakota: S.D. (SD)
Maryland: Md. (MD)	Tennessee: Tenn. (TN)
Massachusetts: Mass. (MA)	Vermont: Vt. (VT)
Michigan: Mich. (MI)	Virginia: Va. (VA)
Minnesota: Minn. (MN)	Washington: Wash. (WA)
Mississippi: Miss. (MS)	West Virginia: W.Va. (WV)
Missouri: Mo. (MO)	Wisconsin: Wis. (WI)
Montana: Mont. (MT)	Wyoming: Wyo. (WY)
	Also: District of Columbia: D.C. (DC)

Postal codes for those eight states that are not to be abbreviated:

Alaska: (AK)
 Hawaii: (HI)
 Idaho: (ID)
 Iowa: (IA)
 Maine: (ME)
 Ohio: (OH)
 Texas: (TX)
 Utah: (UT)

Postal Code abbreviations should only be used with full addresses, including a zip code.

NUMBERS

The general rule is to use numerals to express numbers 10 and above and to spell out numbers zero through nine.

Special Cases/Exceptions

Contrary to above, a numeral should be used in the following cases:

- Numbers that precede a standard unit of measurement
 - 1 cm
- A page number or numerical designation
 - page 7
 - a magnification of 5
- A number implying arithmetical manipulation
 - 3×2
 - a factor of 2
- Ratios, decimal quantities, and percentages
 - 4:1
 - 20%
- Use a zero before the decimal point in decimal numbers less than one
 - 0.05
 - 0.82
- Exact sums of money
- Scores and points on a scale
 - 4 on a 7-point scale
- Range of numbers
 - the numbers 1–6
- Numbers that denote a place in a numbered series
 - page 8
 - Chapter 7
- Series of four or more numbers (3, 5, 7, 9)
- For numbers under 10 that are grouped or compared with numbers over 10 and appear in the same paragraph:
 - “Members receive 9 to 12 new publications each year.”

Days, years, and other nonstandard measurements are not considered units, so do not use a numeral, instead of a word for a number with them. “The module usually takes three hours to complete.”

If, however, an abbreviation or a symbol is used for the unit of measure, the quantity is always expressed by a number:

- 6 hrs. to complete

Day of the month: When specific dates are expressed, cardinal numbers (1, 2, 3) are used, not ordinal numbers (1st, 2nd, 3rd), even though these numbers may be pronounced as ordinals.

- Correct: Our meeting will be held on June 5.
- Incorrect: Our meeting will be held on June 5th.

Use commas in numbers 1,000 or greater.

Exceptions: Although rarely referenced in our industry, commas are not used in years (2500 BC), page numbering (1372), or degrees of temperature (3071°F).

COMMON ERRORS IN WORD USAGE

Active vs. Passive Voice

The voice of a verb tells whether the subject of the sentence performs or receives the action.

- Birds build nests. (subject performs action)
- Nests are built by birds. (subject receives action)

Active voice is when the subject performs the action expressed by the verb. Use active voice when more clarity and straightforward relation is required between verb and subject.

Passive voice is when the subject receives the action expressed by the verb. Use passive voice when the action is not the focus, not the subject, or when the doer is unknown.

Affect vs. Effect

Affect is a verb, as in the example: “How will this affect us?”

Effect is usually a noun. Ex: “This will have an adverse effect on the construction management process.”

Ampersand (&)

Avoid using the symbol in place of the word, unless it is part of a proper title or name.

And/Or

Avoid and/or; use one or the other.

Assure/Ensure/Insure

To assure means to make someone confident in the face of doubt. To ensure means to make certain. To insure means to guard against loss or failure.

Complement/Compliment/Complimentary

To complement means to enhance or complete; thus, “The use of construction managers complements a project.” To compliment means to praise; thus, “I want to compliment the project team for a job well done.” Complimentary can mean “freely given,” as in “Our training program

includes complimentary lunch.”

Cojunctive Adverbs

Use a comma behind conjunctive adverbs when they appear at the beginning of a sentence’s second clause. The only exception is that no comma is necessary if the adverb is a single syllable.

If a conjunctive adverb appears in the middle of a clause, it should be enclosed in commas most of the time, for example: Leon’s apartment complex does not allow dogs over 30 pounds; otherwise, he would have bought the gangly Great Dane puppy playing in the pet store window.

Data

This word is plural so the verb must agree. (“These data are wrong.”)

Either

Either can only be used when there are two options (e.g., “Take either the bus or the subway.”). When there are more than two options (e.g., “Take the bus, the subway, or your bike.”).

i.e. / e.g.

I.e. means “that is” or “in other words” and is used before an explanation. A comma always follows the period after the “e.”

E.g. means “for example” and is used before some examples. A comma always follows the period after the “g”

Only use i.e. and e.g. within parentheses; write out otherwise. Make every effort not to overuse.

Million

Never use “M” or “m” to abbreviate and always spell out. Ex. \$550 million.

Parallelism

Parts of a sentence that are parallel in meaning should be parallel in structure. Examples of this

COMMON ERRORS IN WORD USAGE

principle occur often in series or lists.

- **Correct:** This plan is quick, easy, and cost effective. (Correct because all three items are adjectives.)
- **Incorrect:** This plan is quick, easy, and saves money. (Incorrect because two of the items are adjectives and one is a verb form.)

You're/Your

"You're" is a shortened form of two words: you are. "Your" implies possession.

Gender Neutral Language

Do not use he when inference to a person of either sex is implied yet not known. Similarly, avoid stereotypes based on sex, race, or other characteristics—for example, the assumption that a nurse must be female, that a project manager must be a male, or that a person's ethnic or racial background will predispose that person to particular values, attitudes, or abilities.

Mr. is used when you're addressing a man. While Mrs. typically refers to a married woman, Ms. is the proper way to address a woman regardless of marital status; this term alleviates any guesswork.

Parentheses

Parentheses always come in pairs, so be sure to use both the open and closing parentheses.

Percent

Use the % symbol in all cases when a number is used, e.g., 3% - except when the number is written out, as in the beginning of a sentence: "Forty-eight percent of the project is complete."

Serial Comma

CMAA prefers use of the serial comma. For example, "apples, pears, and bananas," not "apples, pears and bananas."

Spacing

A single character space, not two spaces, should be left after periods and after colons.

Two or more initials in a person's name are set with a space in between: J. A. Cusick (not J.A. Cusick); J. R. R. Tolkien (not J.R.R. Tolkien). **EXCEPTION:** If space constraints exist, it is considered acceptable to close the space between the initials.

Superscripts

Superscripts are set closed to text preceding and outside punctuation; superscripts are set without spaces - e.g., ...and so forth.^{4,19,20}

Transitions

A transition is a word, group of words, or a sentence that leads the reader from one subject to another. Transitions can help emphasize a point, show location, compare items, contrast items, show time, clarify, or conclude or summarize.

Transition words of comparison and contrast emphasize either the similarities of two ideas or the difference between them (e.g., "Similarly, the harvest dance was also held on a Friday night.>").

Transition words of place and space help the reader understand location (e.g., "Nearby, the teachers were meeting in a closed-door session.>").

LISTS/BULLETS

Vertical lists/bullets can be handled several ways. If the introduction to the list is a complete sentence, end each bullet with a period. If not in complete sentences and a list, use no punctuation at the end. Be sure to be consistent. The bullet/sub-bullet structure includes the following:

- Primary bullet
 - Secondary bullet
 - Tertiary bullet

CONFERENCE LOGOS & IMAGES

Below are the logos for our 2019 spring and fall conferences. Variations on these will be created for years 2020 and 2021. These and other acceptable variations can be found in (K:) / Communications / Logos.

When writing out the name of each conference, please comply with the selected style:

- CMAA Focus19 (no space between Focus and 19, and always use CMAA in front of Focus19)
- CMAA 2019 National Conference & Trade Show (use ampersand, not the word “and” written out)

CMAA Focus19 Logo



CMAA 2019 National Conference & Trade Show Logo



LOGOS & IMAGES

When adding logos to documents or merchandise, the original files (master) should always be used in order to preserve brand integrity.

When using the organization's approved logos, they should not accompany any additional effects to include borders, shading, additional artwork, etc.

The logo should never be distorted or configured beyond its original shape in any way and should remain in a high-resolution image file (be sure to lock aspect ratio).

Use of CMAA's logos imply endorsement and should not be used as such without written permission from CMAA's Member Engagement Team.

Primary Logo



Preferred Secondary Logo



Additional Secondary Logo



Advancing Professional Construction
and Program Management Worldwide



Advancing Professional Construction
and Program Management Worldwide

CMAA Foundation



LOGOS & IMAGES

Construction Manager Certification Institute



Construction Manager-in-Training



Certified Construction Manager



Retired Certified Construction Manager



CMAA's Career HQ



CMAA Chapter Logos

Chapter logos have been created using the official CMAA logo. They can be found in:
(K:) / Communications / Logos / Chapters.

Please make sure Chapter websites and all other materials are using the correct CMAA logo noted above, and the correct Chapter logo.

CMAA COLOR PALETTE

Primary Color Palette

CMAA's primary palette shall be used for all marketing/communications materials and is designed to give direction to the brand. When using blue as a background color, reverse out the logo to white.



PMS: 286 C

RGB

R=0
G=93
B=170

CMYK

C=100
M=66
Y=0
K=2



RGB

R=109
G=111
B=113

CMYK

C=0
M=0
Y=0
K=70

Secondary Color Palette

The secondary palette offers color choices designed to give flexibility when using various color themes across marketing collateral choices.



RGB

R=0
G=0
B=0

CMYK

C=0
M=0
Y=0
K=100



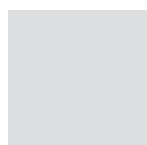
PMS: 286 C - 20%

RGB

R=0
G=93
B=170

CMYK

C=20
M=12
Y=0
K=1



RGB

R=222
G=223
B=224

CMYK

C=0
M=0
Y=0
K=14

*Note - Be sure to seek permission before using member or owner logos as many have usage guidelines that must be followed.

REGISTERED TRADEMARKS

The following are trademarked by CMAA:

- Construction Management Association of America
- Construction Manager Certification Institute
- Certified Construction Manager
- Construction Manager-in-Training
- Professional Construction Management Course

Mark



Country

USA

Registration Date

Registered on the Principal Register on June 24, 2008.

Goods/Services

Association services: promoting construction management professionals and the field of construction management.

Lobbying services: promoting construction management professionals and the construction management industry in the fields of legislation and regulation.

Providing an on-line searchable database featuring classified ad listings and employment opportunities; arranging and conducting trade shows in the field of construction management.

Educational services: courses of instruction, seminars, workshops, symposia and educational conferences in the field of construction management.

Printed publications.

Mark



Advancing Professional Construction and Program Management Worldwide

Goods/Services

Association services: promoting the construction management professionals and the field of construction management.

Lobbying services: construction management professionals and the construction management industry in the fields of legislation and regulation.

Country

USA

Registration Date

Registered on the Principal Register on June 16, 2009.

Providing an online searchable database featuring classified ad listings and employment opportunities; arranging and conducting trade shows in the field of construction management.

REGISTERED TRADEMARKS

Mark



Country

USA

Registration Date

Registered on the Principal Register as a Certification Mark on December 25, 2007.

Goods/Services

Program and construction management services.

Mark



Certified Construction Manager

Country

USA

Registration Date

Registered on the Principal Register as a Certification Mark on January 5, 2016.

Goods/Services

Program and construction management services.

Mark



Certified Construction Manager

Country

Mexico

Registration Date

Registered on May 26, 2015.

Goods/Services

Administering and conducting educational examinations and administering a credentialing program in the field of program and construction management.

REGISTERED TRADEMARKS

Mark



Country

Mexico

Registration Date

Registered on December 5, 2014.

Goods/Services

Quality control services for obtaining a certification, namely, developing an administering standards and procedures for certification purposes.

Mark



Country

Canada

Registration Date

Registered on February 25, 2016.

Goods/Services

Program and construction management services, namely, management of the planning, design, procurement and construction of capital improvement projects for the purpose of improving time, cost and quality.

BADGES

Badge Graphics

CMAA, CMIT, and CCM badges are offered to association members and certified professionals and are used professionally in resumes, social media profiles, etc. Badge graphics must retain original shape and not be distorted or stretched in any way. Badges are issued to those who qualify through Acclaim, our credentialing vendor.



Recertification Badge Graphic

A CCM Recertification Point Provider (RPP) is an organization that has partnered with CMCI and committed to providing education that meets the CMCI Board of Governors standard. Renewal Point Providers can easily be identified by the CCM Renewal Point Provider logo.



PHOTOS

Avoid downloading photos from the internet as there are intended consequences which govern use of images not owned by the Association. Those entities which offer unlimited licensing for commercial use are allowed.

Promotion of CMAA-owned photos for duty-free use must include a statement which credits the photographer for the artwork. Photo credits should read as follows: "Photo courtesy of CMAA".

Member organizations which submit project images to CMAA must grant permission for future use by the Association.

TYPOGRAPHY

CMAA's standard font is Calibri 11-point.

Other fonts may be used by the communications and marketing team for visual affect in producing marketing materials.

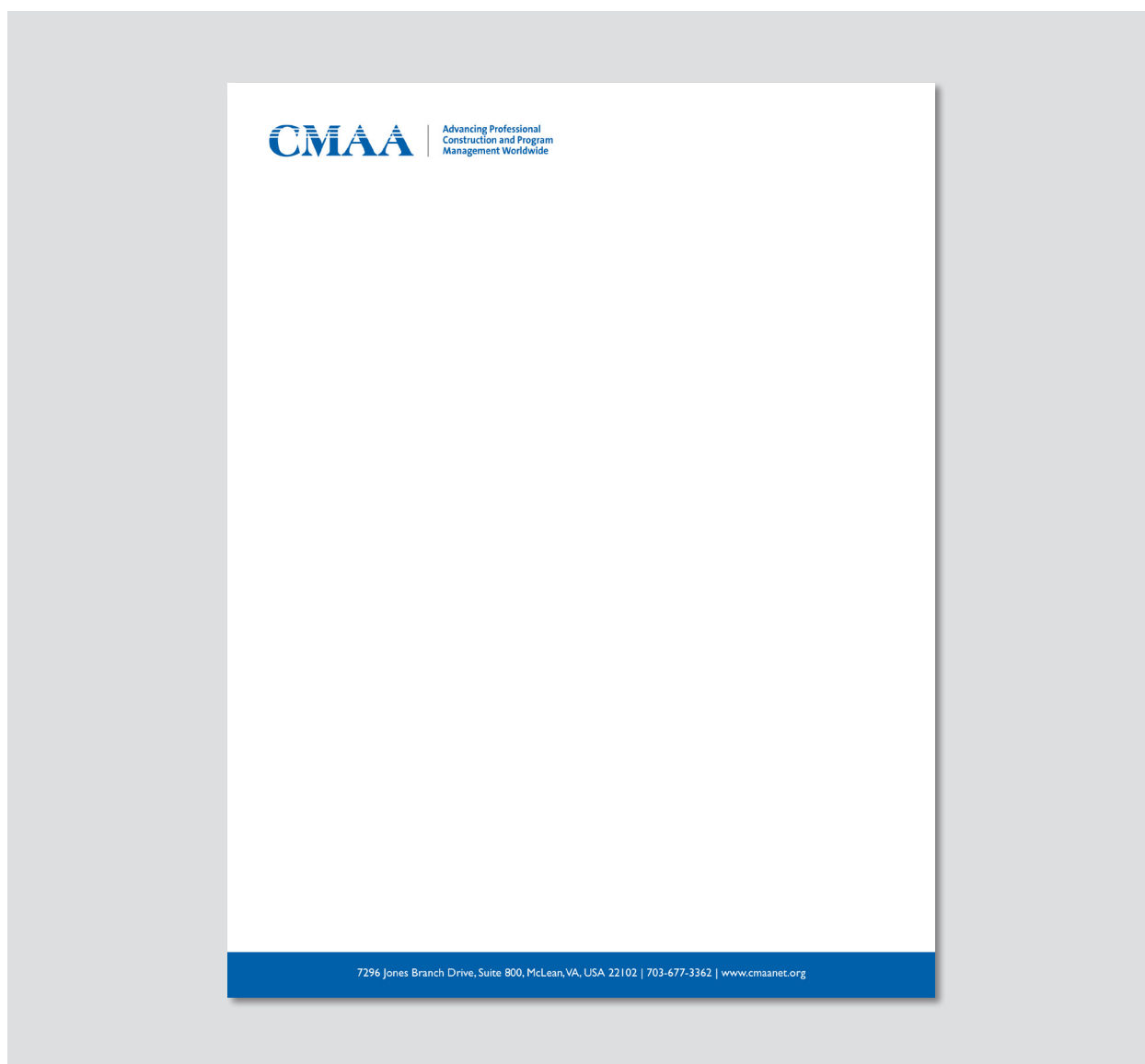
CMAA's website uses the Lato font, 11-point body, 16-point for headings.

Creative liberties with font style shall be granted for ads.

STATIONERY

Formatting Correspondence

CMAA correspondence should be left justified with 1-inch margins on the left, right, and bottom with a 1/2-inch margin at the top. The standard font is Calibri 11-point. Additional preferences include:



- Date and page number should appear at the top right of page 2 (clean linen paper).
- Closing should be “Regards”, “Best Regards”, or “Sincerely”.
- Be sure to remove all hyperlinks in email addresses.
- Whether to address members by first name or formally depends on permission, relationship, or how they sign their name.
- Personalizing a mail merge is acceptable. Format should read: Dear Mary,

BRANDING

Email Autosignatures

Your email autosignature (or signature block) not only conveys necessary contact information, but is an important marketing piece for CMAA. For that reason, we have included specific guidelines for staff signatures.

Our standard font is Calibri 11-point, with the logo under the title. Avoid using emoticons, philosophical statements, or quotations.

Colleen R. Fishter
Director, Communications



7926 Jones Branch Drive, Suite 800
McLean, VA, USA 22102-3303
703-995-7381 (direct)
cfishter@cmaanet.org
www.cmaanet.org

Phone Numbers

Phone numbers should be represented without periods or parentheses. Ex. 703-356-2622.

Templates

CMAA approved templates for staff, board members, and committees for marketing materials, PowerPoints, newsletters, conferences, reports, etc., are located in (K:) / Communications / Admin / Templates folder.

Social Media

Images appearing on CMAA's social media pages must be reduced to 720 pixels, in order to accommodate size specifications within the frame. Always look for the simplest way to say what you want, but to draw the reader in and connect. Avoid negativity and remain professional in your

communications. Keep in mind that images appearing in posts are 75% more likely to be read.

Please note that the CMAA_HQ username is for CMAA national headquarter's use, referring to CMAA headquarters events, etc. Chapters with social media pages are welcome to tag national, but should refrain from using CMAA_HQ to simply mean CMAA.

Press Release Boilerplate

A boilerplate is the last paragraph in a press release that tells readers about your business. The standard CMAA boilerplate should read:

CMAA is dedicated to advancing professional construction and program management worldwide. Its membership is made up of public and private organizations, owners, and individual practitioners. CMAA provides professional development, certification, advocacy, and business/networking opportunities to its members and the industry. CMAA's headquarters is located in McLean, Virginia, USA.

Digital Media

Unless granted special permission by CMAA's President & CEO, neither CMAA's national headquarters, nor any organization operating under the CMAA brand shall use digital media including social media, websites, blogs, or other forms of mass digital communication to promote or advertise a product or service in a way that may be perceived as unfairly advantageous to one or more of its stakeholders. Prohibited promotions and advertisements include, but are not limited to products, services, service providers, practitioners, distributors, and staffing/career services (with the exception of careers posted through CareerHQ).

MORE INFORMATION

For more in-depth information, consult these books (the first three are available in the McLean office):

The Gregg Reference Manual by William A. Sabin

Communicating At Work by Ronald B. Adler, Jeanne Elmhorst, and Kristen Lucas

Style Guide For Business And Technical Communication by Stephen R. Covey

The Platinum Rule by Tony Alessandra and Michael O'Connor

Words That Sell by Rick Bayan

The Elements of Style by William Strunk Jr.

Note – The Style Guide a living document, which will be updated and distributed as needed. The Member Engagement Team welcomes feedback on style guidance that should be included. Please send your suggestions to communications@cmaanet.org.