



CALIFORNIA ASPHALT PAVEMENT ASSOCIATION

BIOGRAPHY: KERRY A. HOOVER

Kerry A. Hoover is the co-owner of Construction Marketing Services, LLC, a firm that specializes in marketing construction companies through trade publication advertising, brochures, tri-folds, postcards, direct-mail, advertising specialties, clothing and safety gear and other brand-building strategies and services. CMS publishes three trade publications for the construction industry, including *California Asphalt* magazine, the official publication of the California Asphalt Pavement Association since it was launched by CMS in 1998. CMS also publishes *CalContractor Magazine* and *IronAds.Com Magazine*, as well as many other custom publications. CMS is an associate member of CalAPA.

Hoover works closely with the CalAPA staff at training seminars, conferences and other events. Her more than 20 years experience in the general engineering construction field has allowed Hoover to establish relationships with the industries largest and most respected contractors, equipment suppliers and manufacturers.



Prior to launching her marketing & publishing firm, Hoover worked at Reed Elsevier as their special publications manager for California, where she handled sales and sales support for all custom publications and special issues. Hoover earned a B.S. degree in Human Services from California State University, San Bernardino. She lives in Temecula, Calif., along with her husband and three sons.

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