



## ENTERPRISE

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### Finding security in taking a risk

**CMOOR Group owners aim to diversify with new online-training Web site**

Rebecca Ray

Business First Staff Writer

Connie Moorhead and her husband, Chris Moorhead, started The [CMOOR Group](#) in 1994 as a marketing and online training company. In 2000, they focused more strongly on online training and targeted the construction, manufacturing and security industries. In June 2004, they launched a new Web site offering online ready-made training courses, SecurityCEU. Connie Moorhead answered the following questions about the business.

How much of your business is custom designing online training for companies versus sales through the SecurityCEU Web site?

"About 80 percent of our business is custom work, maybe even 85 percent."

SecurityCEU, which offers a library of ready-made courses, makes up the remaining 15 percent to 20 percent of sales. The Web site "is still a fledgling project for us. We'd like to see it become a 50-50" ratio.

How would you describe the SecurityCEU project?

"It is online continuing education, and we model it as being health, safety, welfare and compliance training. It's been built for security professionals and by security professionals."

How has this service changed your company?

"We've decided to build not just courses for our clients where we go in and build custom content for them, but we build our own courses. We have our own library of training that we offer our customers to come buy from us."

How did you come up with this product?

"We noticed last year there was a strong need for compliance training in the industry, and ... if you don't diversify and keep up with the times, your business will go under."

Another "goal of this site was to make the courses as palatable for as many people as possible." The target audience is the 60 million people who work in industries regulated by the U.S. Occupational Safety and Health Administration. The site now has about 80 courses, with a portion that are OSHA-specific and others contributed by companies.

Another element of the project was to provide courses that students could use to meet requirements for professional organizations, such as the Construction Specifications Institute and the American Institute of Architects.

"If you go on our site, you can look at any individual course and say, 'OK, well, this course is not just OSHA-compliant, but it also meets the requirements for CSI, AIA" and other organizations.

Who is your competition?

"In the custom content world, there are probably 500 people out there doing what we do. But there's nobody else that does it in our vertical markets" -- the construction, manufacturing and security industries.

How did you decide to target these industries?

"Some of it just presented itself when I was working at [ConstructionZone.com](http://ConstructionZone.com) (a Web-based company that closed in 2001). ... It just kind of dawned on me that this was an industry that hadn't been overtaken by technology, that had a lot of people out in the field. ...They had field reps, so they needed training that was available from a distance."

What advice do you have for other business owners looking for a new direction to diversify?

"I picked up the phone and I called people. ... I said, 'I've got this crazy idea. I'm not asking you to sign a contract, but if I ran with it, would it interest you?'"

"I think if you've got a business idea, you can't be afraid to run it past people that might be your clients. That's part of selling and being an entrepreneur."

*Contact the writer via e-mail at [rrey@bizjournals.com](mailto:rrey@bizjournals.com).*

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