

JULY 2017

JULY

July 19
Monthly Meeting
LUNCH Mtg
Ballpark Village

AUGUST

August 16
Monthly Meeting
DINNER Mtg.
Syberg's on Dorsett

August 22
Change Order Seminar
Syberg's on Dorsett

SEPTEMBER

September 20
Monthly Meeting
GC LUNCH Mtg
L. Keeley Construction

OCTOBER

October 2
30th Annual
Golf Tournament
Whitmoor CC

visit
www.asamidwest.com for
a calendar of events.

I am very honored to have been selected to serve as President of the American Subcontractors Association Midwest Council for the next year. I want to thank Amy Heeger with AME Constructors, our immediate past president, the board members, and committee chairs/members for their hard work, effort, and volunteer time that they've put in over the past year to continue making this a successful organization.

I am very proud of this nomination, and I am committed to continuing the board's goal of increasing the value of membership. In case you are not aware, I would like to share a few of the local and national advantages that are available to you as an ASA Midwest Council member:

Contract Review – ASA Midwest Council is the only ASA chapter to have a contract review committee. They have assembled a library of contracts that have already been reviewed and marked up by the committee. There is also an "Addendum to Subcontract" tool available to ASA members on our website (asamidwest.com) that can be used as a guide for what to watch for in any contract.

Human Resources- ASA members receive complimentary human resources services provided by SESCO Management Consulting, including telephone and email consultation, handbook review, and access to the monthly SESCO Report newsletter. Details available on ASA National's website.

Affinity Program Discounts- Locally (Style Master Promotional Products, CMIT Solutions, ideas4promos, and ELCO.) Nationally-Benefit Solutions Today, BuilderPro Fleetcard, Business & Legal Resources, CapitalPlus, Consensus Docs, Construction Labor Contractors, Construction Claims Monthly, eMeasure, Fleetcor, Foundation Soft, Lenovo, Life Leadership, National Purchasing Partners, NCS, NES Rentals, Project Doc Control, Redirect Health, Rhumbix, Scirocco Group, SESCO Management Consultants, UPS, UPS Freight, just to name a few!

Education/Programming- The programs committee led by Chris O'Hagan, have arranged another educational seminar that will take place August 22nd, with FMI instructor Gregg Schoppman. The topic will be Change Orders. Watch your email for details coming soon.

These are just a few of the benefits that are included with your membership. Later in the year, I will share with you some of the things ASA is working on legislatively, both locally in Jefferson City, and nationally in Washington DC.

Thank you again for your support, and I look forward to seeing you at the next monthly meeting, on July 19th at Ballpark Village!

Val Perales
Bazan Painting Co.
vperales@bazanpainting.com
President, ASA Midwest Council



BALLPARK VILLAGE
AT&T Rooftop Deck
FREE PARKING INCLUDED

601 Clark Ave, St. Louis, MO 63102
Park for free in the Ballpark Village parking lot!



MIDWEST COUNCIL

Building. Community. For **50** Years.
The American Subcontractors
Association-Midwest Council
(ASA) is celebrating its 50th
Anniversary in 2017!

Join a committee today.

Membership

(Chris O'Hagan)

Programs

(Chris O'Hagan)

Golf *(Jennifer Church)*

Advocacy *(Tim Thomas)*

Awards Gala

(Molly Spowal /Rick Swanson)

Construction Showcase & BBQ

(Amy Heeger/Jim Riportella)

GC Expo

(Walter Bazan, Jr. /Tim Thomas)

Safety

(Mike Sicking)

Brand Development

(Stephanie Woodcock)

Contract Review *(Dick Stockenberg)*

Contact a committee chair today, to join a committee!

**JULY 2017
MONTHLY MEETING
MEMBER LUNCH MEETING
Ballpark Village
Wednesday, July 19, 2017**

Please join the ASA Midwest Council for our monthly membership **LUNCH** meeting on Wednesday, **July 19, 2017** **Ballpark Village-AT&T Rooftop!** **11:30 a.m. to 1:00 p.m.**

Enjoy lunch at the Ballpark Village AT&T Rooftop (3rd Floor), and learn about the timeline & scope for the construction of the 2nd phase of Ballpark Village, from Card's President, Bill DeWitt III

Phase two includes a \$220 million, 550,000 square foot addition to Ballpark Village, which will include the construction of a 29 story luxury high-rise residential tower, and the first new Class A office building built in downtown St. Louis in nearly thirty years. Also included in the next phase is additional retail, restaurant, and entertainment space.

Just as the first phase of Ballpark Village created more than 1,000 construction jobs and 1,700 permanent new jobs when it opened, the 2nd phase stands to create 1,500 construction jobs and more than 1,000 permanent new jobs.

MEETING AGENDA:

Networking & Announcements-11:30 a.m.

Lunch-Noon

Program with Bill DeWitt III-12:30 p.m.

**Ballpark Village
AT&T ROOFTOP (3rd floor)**

Registration includes lunch, program, and parking in the Ballpark Village parking lot.

\$42 ASA Members

\$65 Non Members

**Register online-www.asamidwest.com
by Wednesday, July 12, 2017 Attendees not
cancelled by 7.12.17 will be charged per
ASA cancellation policy.**

**2017-18
ASA Midwest Council
Officers
&
Board of Directors**

President

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Vice President

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Chapter Attorney

*Richard Stockenberg, Sandberg, Phoenix,
von Gontard*

Building 'Brand Love'

Stephanie Woodcock

Seal the Deal Too

Companies hire marketing firms for many reasons. Some are obvious. They want to freshen up their brand, broaden market awareness, increase lead generation, and "take it up a notch." While all these goals are important, there is no 'silver bullet' marketing technique that will stun the customer base into handing over their business.

Effective marketing requires a "long game" approach, where both parties sit down and assess the big picture and long-term goals before diving into the details. It's more than listing sales goals and last year's YTD numbers. It's about asking the 'Big Questions,' such as the following:

- ◇ How does my company's brand, big or small, make the world a better place?
- ◇ How does my company's vision align with the vision of my employees and my company's culture?
- ◇ What does my brand provide customers and employees beyond a product or service?

Answering these 'Big Questions' is the start of building 'Brand Love.' Surprisingly, many times a mission statement is just words on a wall, not a company culture and daily vision. 'Brand Love' embodies that mission statement with a sense of purpose and connects employees and customers around that purpose.

'Brand Love' is when a customer experiences a bond with a company's values and mission through its messages. This is marketing at its best. When the message goes beyond selling and connects clients to the real reason and vision of that company's driving goals.

'Brand Love' is achieved by building on brand loyalty and can be accomplished through a variety of marketing objectives. This is where the marketing professional can dive into the details.

Good marketing helps create brand loyalty. *Great* marketing helps create brand love. Brand loyalty is when a customer trusts your services and rewards you with their repeat business. 'Brand Love' engages the clients, tells a story, and offers a clear, concise vision that is more than a product or offering. It creates a partnership with its customers and enables trust, security, and hope in its brand.

Building 'Brand Love' requires more than bullet points on a sell sheet. It requires a vision that aligns with the goals and internal culture of the company that is consistent, transparent, and relevant. No touch point is too small to build 'Brand Love' and tell the company's story.

One exercise I conducted with a client helped differentiate between the two. As a team, we came up with ten different touch points or marketing techniques to unroll our recent campaign, such as 'lunch n' learns,' sales flyers, social media, etc. Each one of these techniques was designed to provide helpful information about our product and would help create brand loyalty. Then we created two columns and explained exactly what we wanted to achieve through that technique and *how* each would create both brand loyalty AND 'Brand Love.' This exercise was really helpful to show the difference between the two and forced us to look beyond the obvious marketing tool and "take it up a notch." One is based on logic: features and benefits. The other is based on emotion: engagement and instilling a sense of purpose. The insight gained through this exercise was immediate. Now with each new marketing objective and message, we think first about what we can do to make it a little better and increase our "Brand Love."

The overall goal is still achieved. We broaden our market awareness and increase our lead generation, but we also deliver our message with an extra level of care. We try to surprise and delight our customers. While it may not be the 'silver bullet' of marketing, 'Brand Love' safeguards against commoditization, creates a community with the client base, and adds to the overall long-term goals.



The Tom Owens Memorial Scholarship is a 501(c)(3) non-profit organization that provides financial assistance to qualified candidates who are part-time or full-time students who attend or will be attending accredited junior college, college, university or post-graduate institutions.

Please consider making a tax deductible donation to the Tom Owens Memorial Scholarship Fund to further our cause today. For additional information about the Scholarship Fund contact Chris O'Hagan, J D Kutter -chris@jdkutter.com



THANK YOU

to the MEMBER COMPANIES that attended the JUNE monthly meeting:

Affton Fabricating & Welding	Enterprise Bank & Trust	HM Risk	Meyer Painting Co.
AME Constructors	Event Productions	ideas4promos	Onsite Companies
Architectural Sheet Metal	Fabick Rents	Integrated Facility Services	P.M. Leach Painting Co.
AUTCO Appliances	Foundation Supportworks	JD Kutter	Premier Accounting & Consulting Solutions, LLC
Bazan Painting Co.	Frost Supply	Johnson Controls	Professional Metal Works
Bell Electrical	Gencorp Services	K & K Supply	RubinBrown LLP
Bloomsdale Excavating	George McDonnell & Sons	Kaiser Electric	Sachs Electric
BlueLine Rental	Golterman & Sabo	Knapheide Truck Equip.	TJ Wies Contracting
Boyer Fire Protection	Guarantee Electrical Co.	Lizmark Branded Solutions	TROCO, LLC
Drilling Service Co.	Hayden Wrecking	Midwest Construction Services & Products	United Rentals
	Herc Rentals		Vinson Mortgage

2017 ASA Midwest Council Meetings & Events



<i>July 19</i>	<i>Monthly Membership LUNCH Meeting Ballpark Village-AT&T Rooftop Deck</i>
<i>August 16</i>	<i>Monthly Membership DINNER Meeting Syberg's on Dorsett</i>
<i>August 22</i>	<i>Seminar-Change Orders Syberg's on Dorsett</i>
<i>September 20</i>	<i>Monthly Membership LUNCH Meeting L. Keeley Construction</i>
<i>October 2</i>	<i>ASA Midwest Council Golf Tournament Whitmoor Country Club</i>
<i>December 13</i>	<i>ASA Member Holiday Party Casino Night Syberg's on Dorsett</i>



*ASA Midwest Council is on Facebook, Twitter & LinkedIn
Follow ASA Midwest Council for the latest news and information!*



Please join us for the 30th Annual

ASA Midwest Council Golf Tournament

Monday, October 2, 2017 • Whitmoor Country Club • 11:30 a.m. Tee Time

Reservations Required • Sponsorships Available

All-Inclusive Registration:

Golfer Gift • Course Games • Lunch Buffet • Cocktail Hour • Steak Dinner • Silent Auction



Visit asamidwest.com to register.

susan@asamidwest.com or (314) 845-0855 for additional details.

**SAVE THE DATE FOR THE 30TH ANNUAL
ASA MIDWEST COUNCIL GOLF TOURNAMENT**

**VISIT WWW.ASAMIDWEST.COM
FOR SPONSORSHIP & GOLFER REGISTRATION**

The ASA's Mix & Mingle Illinois GC Happy Hour-June 21st 2017

ASA kicked off the summer with 6 Illinois GC's
at the Casino Queen Hotel.

*125 attendees enjoyed cocktails & appetizers, and great
company on the first day of summer in STL!*



MIDWEST COUNCIL

Building. Community. For 50 Years.



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The halls of the Capitol have been busy during the month of June, as lawmakers have returned for the second special session called by Governor Eric Greitens.

In a typical year, members of the Missouri House and Senate would spend the summer months back in their home districts, working at their regular jobs, spending time with their families, and visiting constituents. However, this year has been anything but typical. Governor Greitens made the call for the General Assembly to return to Jefferson City on May 22, just 10 days after the end of the regular session, to address a job creation issue in the bootheel, and has now called a second special session to deal with abortion issues.

During the first special session, the legislature passed a measure (in just one week) giving the Missouri Public Service Commission the authority to allow any company that uses more than 50 megawatts per month to negotiate for lower electric rates after they have proven they cannot continue to operate without the discounted electric rates. The hope is to lure Sumangala, a company based in India, to New Madrid, MO, where they have stated their intention to construct a steel mill creating approximately 95 jobs. Also targeted in the bill is ARG International, the current owners of the now shuttered Noranda Aluminum smelter to who have talked about reopening the plant, thus creating approximately 400 additional jobs. Noranda closed in 2016 after filing for Chapter 11 bankruptcy protection.

The second special session, which began on June 12, was called by Greitens to address abortion laws in the state. After many hours of debate and delay, the Senate passed a measure which would grant the attorney general's office original jurisdiction over abortion law violations, and added provisions to invalidate the St. Louis "abortion sanctuary city" ordinance, require annual inspections of abortion clinics in the state, and change regulations on fetal tissue reports.

Some Senators used floor time during the special session to lash out at Governor Greitens for his connection to the political nonprofit group, A New Missouri, Inc. Senators Ryan Silvey, Jason Holsman, Bob Dixon, Scott Sifton and Rob Schaaf filed a resolution calling for a formal investigation into the Governor's activities as it relates to A New Missouri, and to possible unethical activities. Holsman also used the opportunity to file a resolution expanding the normal legislative session to 180 days.

The Missouri House of Representatives took up the bill the following week (the week of June 19) and made substantial changes to the Senate's version. The House version appears to have garnered some opposition from those once neutral or supportive of the bill. It is expected that the Senate will send the bill to conference, but as of newsletter press time, the Senate had not taken any action yet.

The question remains, how many special sessions will the Governor call and if so, what will the topics of the special session be? We will continue to monitor this situation closely throughout the summer, as Prevailing Wage is a priority of the Governor and; therefore, is not off the table as a topic he could call a special session to deal with.

Additional happenings in Jefferson City this month included the naming of several members of the newly formed 21st Century Missouri Transportation System Task Force. House Speaker Todd Richardson tapped Representative Kevin Corlew as chairman of the task force. Corlew will join other officials and members of the private sector to look at long term solutions for Missouri's transportation systems. Corlew stated, "Our state has a robust transportation system with the seventh largest highway system and the sixth highest number of bridges, but we rank only 47th in the nation when it comes to the amount of revenue we spend per mile. As a result, we have seen this system continue to age and fall into disrepair. The task force will give us a great opportunity to thoroughly assess our current situation and then develop solutions that will give us a long-term plan to maintain and improve the thousands of miles of roads here in Missouri."

We will continue to bring you updates regarding the legislative special session and other political happenings in Jefferson City and across the State as they occur. Nikki Strong, Strong Consultants.

ASA Midwest Council Members

Acoustical Ceilings, Inc.	GBI, Inc.	Niehaus Building Services
Affton Fabricating & Welding	George McDonnell & Sons	Nu Way
AME Constructors	Golterman & Sabo	O.J. Laughlin Plumbing Co.
American Burglary & Fire, Inc.	Grant Contracting	On Site
American Steel Fabrication, Inc.	Greensfelder, Hemker & Gale, P.C.	P & A Drywall Supply
Architectural Sheet Metal Systems	Guarantee Electrical	P.M. Leach Painting Co.
Aschinger Electric	H & G Sales, Inc.	Parkway Construction Services
Autco Appliances	HM Risk	PayneCrest Electric
Automatic Controls Equipment	Haberberger, Inc.	Pearl Street Electric, LLC
Systems	Hanenkamp Electric	Pirtek Fenton
Bangert Computer Systems	Hayden Wrecking	Precision Analysis, Inc.
Bazan Painting Company	Heitkamp Masonry	Premier Accounting & Consulting
Bell Electrical Contractors	Helitech Civil Construction Division	Professional Installers
Benson Electric Company	Herc Rentals	Professional Metal Works, LLC
Bick Group	Hoette Concrete	QualSafe Solutions
Big Boy's Steel Erection	Hunt Vac Services	RAI Insurance Group
Bi-State Fire Protection Corp.	Ideas4Promos	R.F. Meeh Co.
Bi-State Utilities Company	Integrated Facility Services	RGR Equipment LLC
Bloodsdaile Excavating Co.	IronPlanet	RJP Electric
Blue Line Rental	Irwin Products	RM Supply
Boyer Fire Protection	J.D. Kutter Insurance	Raineri Building Materials
Briner Electric	J.F. Electric	Ravensberg, Inc.
Building Point Mid-America	JJ Construction Services, LLC	Rebar Specialists Installation
Bumpy's Steel Erection LLC	J.W. Bommarito Construction Co.	Rental Supply, Inc.
C. E. Jarrell Contracting	J.W. Terrill	Riechmann Transport, Inc.
CK Power	John J. Smith Masonry	Ritchie Bros Auctioneers
CMIT Solutions	Johnny on the Spot at Republic Services	Rock Hill Mechanical Corp.
CNA Surety	Johnson Controls	RubinBrown LLP
CSA Advisors LLC	K & K Supply, Inc.	Sachs Electric Company
Car-Doc Automotive	Kaemmerlen Electric	Safety International, LLC
Cardinal Environmental Operations	Kaiser Electric	Sandberg, Phoenix, von Gontard
Cee Kay Supply	Kay Bee Electric	Schaeffer Electric Co., Inc.
CliftonLarsonAllen, LLP	Kirberg Company	Schmersahl Treloar & Co.
Collins & Hermann	Kirby-Smith Machinery, Inc.	Seal the Deal
Commercial Fabrication	Knapheide Truck Equipment	Seiler Instruments
Convergint Technologies	Landesign LLC	SFW Partners, LLC
Corrigan Company	Lawrence Fabric & Metal Structures, Inc.	Signature Craft
Cummins Sales and Service	Leach Painting Company	St. Louis-KC Carpenters Reg Council
Doll Services and Engineering	Liberty Mutual Surety	Stylemaster Apparel, Inc.
Drilling Service Company	Lindberg Waterproofing	Sunbelt Rentals
Duct Systems	Lizmark	Swanson Masonry, Inc.
Dynamic Controls, Inc.	Luby Equipment Services	T.J. Wies Contracting
ELCO Chevrolet Cadillac	Marketeer, Inc.	Taylor Excavating
Enterprise Bank & Trust	Martin Fence, LLC	Tradesmen International
Event Productions, Inc.	Mays-Maune-McWard, Inc.	Trojan Iron Works, Inc.
Fabick CAT	Merric	TROCO Custom Fabrication
Fenix Construction Co. of STL	Meyer Painting Co.	Tyson Onsite
Flooring Systems, Inc.	Midwest Elevator	UHY LLP
Foreman Fabricators	Midwest Construction Services & Products	United Rentals
Foundation Supportworks by Woods	Mobile Mini	Vee-Jay Cement Contracting
Freeman Contracting	Montgomery Bank	Vinson Mortgage
Frost Supply	Murphy Company	Westport Pools
GadellNet Technology Solutions	Negwer Door Systems	Wies Drywall and Construction
Gateway Land Services	NES Rentals	Zurich Surety
Galloway, Johnson, Tompkins, Burr & Smith		

Each month you will receive an update on the committees within ASA, to keep you informed on current happenings at the committee level. Below are this month's committee reports.

MEMBERSHIP

Do you know a company that would benefit from joining the ASA? Contact membership chairman Chris O'Hagan-chris@jdkutter.com or Susan Winkelmann, ASA executive director-susan@asamidwest.com with any prospective new members. The membership committee will follow up with your contacts, and invite them to the next ASA membership meeting as our guest.

The ASA Midwest Council helps St. Louis subcontractors become more profitable and provides members with numerous benefits. ASA's goal is to make our members more efficient and effective at doing business. We are an organization that helps its members increase their business and make them better at what they do on a daily basis.

ASA Midwest Council provides extensive opportunities to *Learn About and Network with Customers and Peers*: ASA provides a safe place for construction business leaders to discuss their business challenges and opportunities.

Being active in ASA-MWC is a great way to meet with and interact with all of the members of the construction team, including customers and prospective customers.

ASA Midwest Council events are "must attend" for everyone in the St. Louis Construction Community. Our Meet the GC's Expo, Awards Gala, Golf Tournament, and STL Construction Showcase and BBQ, set the standards for all industry events.

ASA Midwest Council events attract those from all aspects of the construction industry including General Contractors, Subcontractors, Suppliers, and the Service Providers to the construction industry.

PROGRAMS

ASA programming is finalized through September. Watch for upcoming opportunities to interact with General Contractor partners, including the September monthly meeting at L. Keeley Construction. If you have a suggestion regarding programming, please contact Chris O'Hagan, J.D. Kutter Insurance, ASA Program Committee Chairman.

CONTRACT REVIEW

Having completed its review of the Paric subcontract, the committee will at its June meeting review a rather robust/lengthy/burdensome Clayco subcontract agreement. This subcontract contains particularly onerous change order, payment and dispute resolution clauses.

If you have other questions regarding the contract review service, contact committee chair, Dick Stockenberg, Sandberg Phoenix, von Gontard at rstockenberg@sandbergphoenix.com.

SAFETY

The safety committee meets the first Thursday of the month at 4:00pm. The location is Fallons Bar & Grill 9200 Olive Blvd. Olivette, Mo. 63132. We are looking for more members. Please consider sending someone from your staff to join our committee. Remember Safety Pays! Due to everybody's busy schedule please call to confirm we are meeting that month. Call Mike Sicking at 314-486-3141 for info.



**ASA Midwest Council is on
Facebook, Twitter & LinkedIn**

2017 ASA CERTIFICATE OF EXCELLENCE IN ETHICS

ASA will honor selected firms that demonstrate the highest standards of internal and external integrity during an awards ceremony at the ASA annual convention, SUBExcel 2018, Feb. 28 – March 3, 2018, in Tempe, Arizona.

Online Resources:

- Watch the Video.
- Download the 2017 ASA Certificate of Excellence in Ethics Brochure.
- Download the 2017 ASA Certificate of Excellence in Ethics Application.
- ASA provides useful model documents to help with your submission and your ethics program. View the 2017 ASA Certificate of Excellence in Ethics Resource Guide.
- Download the 2017 ASA Certificate of Excellence in Ethics Timeline.
- ASA's Certificate of Excellence in Ethics Program Q&A LinkedIn Group—a forum for getting answers to your questions about the application process. This forum includes current recipients who have been through the application process and who are willing to help guide new applicants through their application process.
- Recipients of the '2016 ASA Excellence in Ethics Award' may re-apply for the 2017 ASA Certificate of Excellence in Ethics using the Re-Certification Form.



APPLICATION DEADLINE: **DECEMBER 15, 2017**



AMERICAN
SUBCONTRACTORS
ASSOCIATION

2017 ASA BEST PRACTICES AWARDS

ASA offers national recognition to prime contractors that are committed to superior business practices like prompt payment. ASA's annual "National Construction Best Practices Awards," developed by the *Task Force on Ethics in the Construction Industry*, recognize elite prime contractors that uphold best practices and refuse to do business according to the "lowest common denominator." The deadline for prime contractors to submit applications is Nov. 3, 2017. The application fee is \$495. Each prime-contractor applicant must supply three sealed business-practices recommendations from specialty trade contractors that have worked for it in the past year, along with a copy of its standard subcontract, with its application. ASA will honor recipients during an awards ceremony at the ASA annual convention, SUBExcel 2018, Feb. 28-March 3, 2018, in Tempe, Arizona.

Helpful Links:

- Watch the National Construction Best Practices Awards video.
- Prime contractors: Download the 2017 National Construction Best Practices Award application form.
- Specialty trade contractors: Download the 2017 National Construction Best Practices Award "Form for Evaluating the Applicant's Business Practices."



APPLICATION DEADLINE: **NOVEMBER 3, 2017**



AMERICAN
SUBCONTRACTORS
ASSOCIATION

Are you Ready for the Heat?

Michael Sicking *Safety International*

It's that time of year again where we are fast entering the severe heat and humidity of the Midwest.

What is OSHA's official take on preventing heat related illnesses? Below is information from OSHA detailing what are the employer's responsibilities and some guidelines on how to prevent heat related injuries.

Engineering Controls

The best way to prevent heat-related illness is to make the work environment cooler. A variety of engineering controls can reduce workers' exposure to heat:

- Air conditioning (such as air-conditioned crane or construction equipment cabs, air conditioning in break rooms).
- Increased general ventilation.
- Cooling fans.
- Local exhaust ventilation at points of high heat production or moisture (such as exhaust hoods in laundry rooms).
- Reflective shields to redirect radiant heat.
- Insulation of hot surfaces (such as furnace walls).
- Elimination of steam leaks.

Work Practices

- Employers should have an emergency plan in place that specifies what to do if a worker has signs of heat-related illness, and ensures that medical services are available if needed.
- Employers should take steps that help workers become acclimatized (gradually build up exposure to heat), especially workers who are new to working in the heat or have been away from work for a week or more. Gradually increase workloads and allow more frequent breaks during the first week of work.
- Workers must have adequate potable (safe for drinking) water close to the work area, and should drink small amounts frequently.

- Rather than being exposed to heat for extended periods of time, workers should, wherever possible, be permitted to distribute the workload evenly over the day and incorporate work/rest cycles.
- If possible, physical demands should be reduced during hot weather, or heavier work scheduled for cooler times of the day.
- Rotating job functions among workers can help minimize overexertion and heat exposure.
- Workers should watch out for each other for symptoms of heat-related illness and administer appropriate first aid to anyone who is developing a heat-related illness.
- In some situations, employers may need to conduct physiological monitoring of workers .

Personal Protective Equipment

Workers should be aware that use of certain personal protective equipment (e.g., certain types of respirators and impermeable clothing) can increase the risk of heat-related illness.

In some situations, special cooling devices can protect workers in hot environments:

- In some workplaces, insulated gloves, insulated suits, reflective clothing, or infrared reflecting face shields may be needed.
- Thermally conditioned clothing might be used for extremely hot conditions; for example:
 - *A garment with a self-contained air conditioner in a backpack.
 - *A garment with a compressed air source that feeds cool air through a vortex tube.
 - *A plastic jacket whose pockets can be filled with dry ice or containers of ice.

As always if you have any additional questions please feel free to call. Stay Safe!

Michael Sicking

Safety International, LLC
314-486-3141

SPONSOR AN UPCOMING MONTHLY MEETING
ONLY \$250-CONTACT [SUSAN@ASAMIDWEST.COM](mailto:susan@asamidwest.com) FOR INFO.

Tradesmen International

*Help ASA Midwest Council continue to grow, by inviting someone who would benefit from ASA membership, to join us at the next monthly meeting. All first time **non member guests** are free of charge.
Please register your guest in advance by contacting susan@asamidwest.com*



ASA Meeting Sponsorship

Highlight your company at an
ASA Monthly Meeting

It is only \$250 to be a meeting sponsor.

What do you get for \$250?

*Full Color Sponsor Flyer
Slide in Meeting Presentation.
Microphone time to present company
overview to meeting attendees!
Announcement at Meeting.
Recognition in Newsletter.*

Contact Susan Winkelmann
susan@asamidwest.com

Sponsorship Rates

Sponsorship opportunities are available in the ASA newsletter. Rates are very reasonable but are limited. Below are the rates. If interested, please call Susan at 314 845-0855.

- Website Rotating \$400/Year
- Website Static \$1,000/Year
- 1/4 Page Monthly \$300/Year
- 1/4 Page Quarterly \$125/Year
- 1/2 Page Monthly \$500/Year
- 1/2 Page Quarterly \$225/Year
- Business Card Monthly \$125/Year
- Business Card Quarterly \$70/Year
- Whole Page 1X \$300 Per Issue
- Whole Page Quarterly \$900/Year
- Classified Ads \$15 Per Issue

ASSOCIATION PARTNERSHIP

Mason Contractors Assoc. (MCA)
Contact David Gillick
(314) 645-1966



www.masonrystlouis.com

ASA Midwest Council Golf Tournament

Monday, October 2, 2017
Whitmoor Country Club • 11:30 a.m. Tee Time
Reservations Required



MIDWEST COUNCIL
Building Community For 50 Years.

