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**ASA Midwest Council Past President, Executive Director  
Receive Top Honors from National American Subcontractors Association**

(St. Louis, MO, Oct. XX, 2012) - The national American Subcontractors Association (ASA) recently recognized ASA Midwest Council Executive Director Susan Winkelmann as the 2011-12 "New Executive Director of the Year" and past ASA Midwest Council President A.J. Ford as 2011-12 "Chapter President of the Year" during a recent awards ceremony in Alexandria, VA. The event was held in conjunction with the ASA Champions Academy 2012.

The ASA Task Force on Chapter Services, composed of ASA members and chapter executives from across the country, selected Winkelmann and Ford for the honors.

Winkelmann, who resides in Oakville, MO, was given the prestigious award for demonstrating outstanding performance in overall association management during her first 12 months as an executive director with an ASA chapter. Hired by ASA in September, 2011, Winkelmann previously served as a community volunteer for four years, three years as a business manager for Wink, Inc. in St. Louis and 11 years for Reebok in Chicago, IL and St. Louis, MO. Winkelmann has a bachelor's degree in elementary education from the University of Illinois at Urbana-Champaign.

"Our New Executive Director of the Year had the challenge of earning the respect and proving value in an era when every member firm is evaluating every expense," said ASA Task Force on Chapter Services Co-Chairman Chip Rohrbach, F.A. Rohrbach, Allentown, Pa. "According to the nominator, our winner 'quickly gained respect with her diligent work ethic and attitude.' And, he said, through the transition, 'we did not have a hiccup or ball dropped, even with our aggressive schedule of meetings and new programs.'"

A.J. Ford is Vice-President of Marketing & Sales for Budrovich Contracting, St. Louis' largest crane rental company. As ASA Midwest Council president 2011-2012, Ford was recognized for his superior leadership efforts in motivating the chapter's leaders and staff to achieve the association's goals. Ford resides in Manchester, MO.

"This includes more than just presiding over meetings," explained Rohrbach, who presented the award. "It also includes helping to establish goals that are a stretch and then guiding and cajoling chapter leaders to attain those goals."

Ford established clear goals for the ASA-Midwest Council:

- Help members be smarter business people.
- Position the chapter as the voice of the subcontracting community.
- Provide networking opportunities for members to share information and drive fair competition with general contractors.
- Provide regular communication with and meaningful service to members.

“Our 2011-12 President of the Year achieved all of this and more, all while working closely to transition to a new executive director,” Rohrbach said.

### **About the American Subcontractors Association**

Founded in 1966, ASA amplifies the voice of, and leads, trade contractors to improve the business environment for the construction industry and to serve as a steward for the community. ASA’s vision is to be the united voice dedicated to improving the business environment in the construction industry. The ideals and beliefs of ASA are ethical and equitable business practices, quality construction, a safe and healthy work environment, and integrity and membership diversity.

### **About American Subcontractors Association - Midwest Council**

The American Subcontractors Association (ASA) Midwest Council is a construction trade association made up of quality specialty contractors and suppliers serving the construction industry and the community in the greater St. Louis metropolitan area and southern Illinois. The ASA Midwest Council’s purpose is to improve the construction process through active participation in education, legislation and cooperation. The ASA Midwest Council has been named “Chapter of the Year” by the American Subcontractors Association five out of the last seven years. For more information about the ASA Midwest Council, visit [www.asamidwest.com](http://www.asamidwest.com) or contact ASA Midwest Council Executive Director Susan Winkelmann at 314-845-0855 or [susan@asamidwest.com](mailto:susan@asamidwest.com). *ASA Midwest Council – Voice of the Midwest Subcontractor.*

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