

NOVEMBER

November 12

Contract Seminar
*Sandberg, Phoenix &
von Gontard*

November 19

Monthly Business
DINNER MEETING
Soccer Park-Fenton

DECEMBER

December 3

BPI in a Box
Syberg's on Dorsett

December 9

Contract Seminar
*Sandberg, Phoenix &
von Gontard*

December 17

Casino Night Holiday Party
Syberg's on Dorsett

JANUARY

January 13

Contract Seminar
*Sandberg, Phoenix &
von Gontard*

January 21

Monthly Meeting
LUNCH MEETING
Syberg's on Dorsett

January 28

Meet the GC's Expo
St Charles Convention Ctr

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

NOVEMBER 2014

Size Matters!

The Board of Directors, Officers, and Past Presidents recently attended our annual ASA Midwest Council Strategic Planning Retreat. It was an exciting weekend, and while I cannot possibly brief you all on what we have in store for ASA in the future within this short message, I can assure you that one objective was unanimously agreed to: There is Strength in Numbers!

The core of what ASA believes in, and promotes, is achieved through the support of a quality and diverse membership base. Now, more than ever, we need to continue our growth. Why does size matter?

- Legislative: A larger chapter equates to a larger voice in Jefferson City and in Washington. A larger chapter brings in more dollars that are used to protect and support our agenda. Its simple math.
- Education: A larger chapter allows us to offer additional quality educational programs and opportunities.
- Business Development/Networking: ASA is already the preferred mechanism for general contractors to meet and interact with the subcontractor marketplace. As we bring in more quality subcontractors, more and more of our potential clients will want to use ASA as their go-to method of finding quality subcontractors. Do you want to have more opportunities to build relationships with quality contractors? Do you want to have the opportunity to meet with them and vet them as a good partner before you invest in them? We believe the answer is a resounding YES!
- Professional Growth: Many of us use our ASA involvement as an unofficial peer group. Would you like to brainstorm with successful leaders in our industry regarding problems and issues you are struggling with? Bringing in more quality subcontractors brings more opportunities for fresh ideas.
- Events: Our events are second to none! Increasing the involvement at our events brings new opportunities for value.
- BPI: Bringing in new subcontractors, and their depth of experience, only shores up the value of attending our BPI sessions.
- Associate members and suppliers: It goes without saying that more members equals more opportunities for those that call the subcontracting community clients.

The list goes on and on. What does this mean for us? We all need to actively participate in growing our organization. The effort is self-serving, and that is in no way a bad thing. We have so many new and exciting things planned for our organization, now is the time to capitalize on your involvement. Find one quality subcontractor that you respect and bring them as a guest to our next monthly meeting. If all of you invite only one firm to our next meeting, imagine what we could do together. You may bring a guest free of charge. It will have a direct positive impact on your firm, and to you as an individual. Let's make a unified push to expand our reach and solidify ourselves as THE voice of the subcontracting industry.

Sincerely,

Robert Trask
Parkway Construction Services
rtrask@parkwaycs.com
President, ASA Midwest Council
Building. Community.



Soccer Park-Fenton
One Soccer Park Road
Fenton, MO 63026

Directions: From HWY 270, take the HWY 44 west ramp. Take the first exit for Soccer Park Road, turn right and then left into the Soccer Park Facility.

Join a committee today.

Membership

(Jennifer Tichacek/Jodi Waeltermann)

Programs *(Tom Woodcock)*

Golf *(Jennifer Church)*

Advocacy *(Tim Thomas)*

Awards Gala

(Molly Spowal /Rick Swanson)

Construction Showcase & BBQ

(Kevin Douglas/Rick Williams)

GC Expo

(Walter Bazan, Jr./Tim Thomas)

Safety *(Mike Sicking)*

Brand Development

(Stephanie Woodcock)

Contract Review *(Dick Stockenberg)*

Most committees meet every 4 weeks, contact a committee chair today, to join a committee!



**United
Infrastructure
Corporation**

Environmental Consultants

**Helping Building owners manage
environmental issues so *YOU* can
move forward with *YOUR* project**

- **Asbestos, Lead Based Paint and Mold Consulting**
- **DBE/WBE Certified**
- **Since 1994**

8129 Delmar Boulevard
Suite 204
St. Louis, Missouri 63130
Phone: (314) 721-5313

www.unitedinfrastructurecorp.com

**NOVEMBER 2014
MONTHLY MEETING
SOCCER PARK-FENTON**

Wednesday, November 19, 2014

Please join us Wednesday, November 19th Soccer Park-Fenton, for our Monthly Membership Meeting. 5:30 p.m. to 8:30 p.m.

ASA welcomes Jacque James, president of ARA Fraud & Forensic Services.

Ms. James will cover *Fraud in the Workplace* at the evening meeting.

How to Prevent Fraud in the Workplace:

- √ Overview of work place Fraud.
- √ Common Fraud trends in construction.
- √ Behavioral Red Flags to be aware of in your company.
- √ Fraud prevention Best Practices.

The following companies will be reviewed at BPI:

Ben Hur
CB&E Constructors
Ficon
L. Keeley Construction

Registration is \$42 and includes networking, dinner, hosted bar & programming.

Invite a non member guest to this meeting.

First time non member guests are **FREE**, but should be registered in advance with the ASA office.

susan@asamidwest.com or 314.845.0855

**Register online-www.asamidwest.com
by Friday, November 14, 2014.**

No shows not cancelled by 11.14.14 will be billed.

*Grease the Payment Process by
Avoiding Killer Contract Clauses*

ASA & its
Chapter Attorneys
Sandberg Phoenix & von Gontard

Present a
Series of Breakfast Seminars

**7:30-8:00 a.m. Breakfast/Networking
8:00-9:30 a.m. Seminar**

Nov 12	Lien Rights & Lien Waivers
Dec 9	Change Orders & Back Charges
Jan 13	Damages, Releases & Waivers of Rights. Termination, Arbitration, Labor Clauses.

All session will be held at the offices of Sandberg, Phoenix & von Gontard-600 Washington Ave, 13th Fl. St. Louis, MO 63101

FREE PARKING & Continental Breakfast included.

**\$40 per session/\$160 series ASA Member
\$60 per session/\$240 series Non Member**

Visit www.asamidwest.com to register today.

If you register for the series and can not make all the sessions, you may substitute an attendee from your company for that session.



ASA Midwest Council is on Facebook, Twitter & LinkedIn

Proposing to the Customer

Stephanie Woodcock
Seal the Deal Too

Marketers like to talk about company's "value proposition." What's your value proposition? Have you completely defined your value proposition? Does everyone in the company know the value proposition? Simply put, a value proposition is a positioning statement of what **benefit** the company's services and/or products give the client and how those benefits serve the industry **uniquely well**. While this kind of baseline thinking and overall strategy is important for coming up with a marketing plan, too often marketers get stuck in the clouds focusing on crafting the perfect value proposition and concentrating on the macro level objectives without executing on the details. To me, the real marketing is in the details, and our job is getting out the message in a concise, easy to understand, impacting way that the **customer recognizes**.

If a company has been in business for over five years with a measure of success and level of status in their industry, then they probably have a good idea what their "value proposition" is. Intrinsically, they know what benefit they bring to the customer and how they do it uniquely well. If they don't, hire a consultant, get a think tank going, and find out that value before you broach any kind of marketing campaign. Get the horse, then put a cart on it.

But, I think for most companies to make it in this industry, you have to know what your horse is, and if you can fill in the blanks to this sentence with satisfaction, you have your value proposition: my company does _____ really well because we offer _____. There you go. Now how are you going to get noticed by the customer? Is this value statement being presented to the market in a package that is interesting, unique, timely, and noticeable?

As a marketer, our job is finding clever ways to get that message out without appearing like we are "selling" or "marketing" or beating a dead horse... so to speak. At this time of year, we see more of the same kind of negative political infomercials where they talk about their views and how they are better than the opponents. We quickly change the channel because this commercial is grating, uninteresting, and negative. They are beating a dead horse. But, when "Flo" comes on with Progressive Insurance, we tend to watch it. It's clever, interesting, funny, and **presenting the material in a new way**.

So, it's all about the details. To frame a good outbound marketing plan, your company needs to have a solid digital presence, a graphically appealing logo, a professional image, and consistency in the brand. This means you have to major in the details. From the trucks your field guys' drive, to the email signature your admin sends out, the company's brand needs to be prominent and consistent. It's not effective to have a great outbound marketing campaign without these simple things in place. It's all in the details.

Another important detail is you. Marketing is not all digital. It's personal. You have to support the brand and message with personal representation. You can have this great website, social media campaign, great tagline and fancy ads in all the industry magazine. But, if no one is personally representing the company at industry events, the marketing air campaign never gains traction.

Part of your value proposition is you. You are the brand, and this personal representation is the front line of whatever marketing campaign you are presenting. So, while everyone is talking about the next great thing on social media, producing videos, getting a responsive website - all good things - the best definer of your value and brand is still you. Old school right? Nope. It's new school again. You need it all. All these details combined with an effective message delivered with the right vehicle are what gets your company noticed. It's a value proposition in action.





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.

Visit www.asatombf.com for details.

FUNDRAISING EVENTS:

Cigar Night @ the Ritz-January 8, 2015

Trivia Night-February 28, 2015

For additional information contact Chris O'Hagan
J D Kutter Insurance Associates
chris@jdkutter.com

THANK YOU

to the companies that attended the October Monthly Meeting:

*ABF Security
Bazan Painting Co
Bell Electrical
BlueLine Rental
Briner Electric
Cam Dex Security
CD Strong
CeeKay Supply
CK Power
CMIT Solutions
Corrigan Company
Drury Company
Duct Systems, Inc.
Dynamic Controls
Enterprise Bank & Trust
Envirotech*

*Event Productions Inc.
Fabick Rents
Ferguson Facilities Supply
Firestone Complete Auto
Foundation Supportworks by
Woods
Freeman Contracting
Gaus Scott Company
George McDonnell & Sons
Golterman & Sabo
Grant Contracting
Hoette Concrete
ideas4promos
Irwin Products
J.D. Kutter Insurance*

*Lawrence Fabric &
Metal Structures
Liberty Mutual
Lindbergh Waterproofing
Lizmark
Luby Equipment Services
Mays Maune McWard
Michele K Smith CPA
Montgomery Bank
Murphy Company
Negwer Materials, Inc.
Nu Way Concrete Forms
P S Rapp Sewer & Plumbing
Pac-Van, Inc.
Parkway Construction Svcs*

*Precision Office Installers
R. F. Meeh Co.
Rental Supply
RM Supply
RubinBrown LLP
Sachs Electric Co.
Sandberg Phoenix &
von Gontard
Schaeffer Electric
Seal the Deal
Signature Craft
Stone Carlie
T. J. Wies Contracting
TechSmart Energy
UHY LLP
Wise Safety & Environmental*

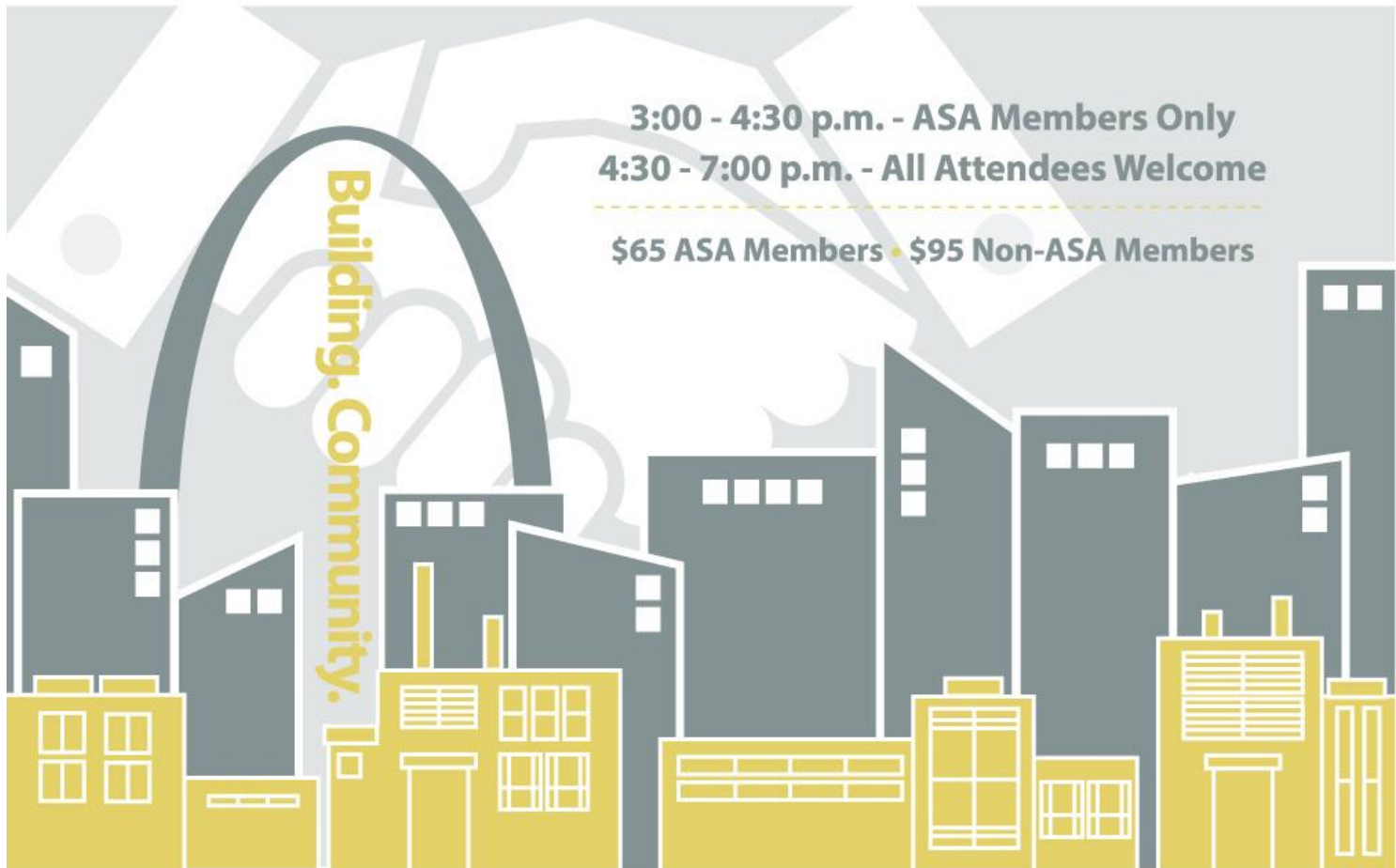


Building. Community.

MEET THE GC'S EXPO

Hosted by the American Subcontractors Association

Wednesday, January 28, 2015 • St. Charles Convention Center



Advance reservations required. Visit asamidwest.com to register.

For more information, (314) 845-0855 or susan@asamidwest.com.

**VISIT WWW.ASAMIDWEST.COM
FOR ADDITIONAL INFORMATION**

Upcoming ASA Midwest Council Meetings & Events

- November 12 Contract Clause Seminar
Sandberg, Phoenix & von Gontard
- November 19 Monthly Membership Dinner Meeting
Soccer Park-Fenton
- December 3 BPI in a Box Lunch Meeting
Syberg's on Dorsett
- December 9 Contract Clause Seminar
Sandberg, Phoenix & von Gontard
- December 17 **Casino Night Holiday Party**
Syberg's on Dorsett
- January 13 Contract Clause Seminar
Sandberg, Phoenix & von Gontard
- January 21 Monthly Membership **LUNCH** Meeting
Syberg's on Dorsett
- January 28 Meet the GC's Expo
St Charles Convention Center
- February 18 Monthly Membership DINNER MEETING-ASA 101
Soccer Park-Fenton
- March 18 Monthly Membership Meeting
TBD
- April 15 Monthly Membership **LUNCH** Meeting
Syberg's on Dorsett
- April 11 ASA MWC Awards Gala-A **MASQUERADE BALL**
The Four Season St Louis



ASA Midwest Council is on Facebook, Twitter & LinkedIn

ASA 27th ANNUAL GOLF TOURNAMENT

Whitmoor Country Club

October 6, 2014

The ASA Midwest Council annual golf tournament was another great day for ASA MWC. 154 golfers participated on a beautiful fall day. The charity of choice this year for our chapter is the USO of Missouri, so representatives of the organization were on hand to kick off the tournament. Thank you to all of our sponsors, without you, we could never pull off such a great event for our golfers! To see all the photos and a complete list of winners & sponsors from the day visit www.asamidwest.com/news/golf-news



The month of October has been extremely busy on the political front. It can be summed up in one word . . . CAMPAIGNING. The candidates have hit the campaign trail hard, are knocking on doors, calling for campaign donations and holding fundraisers all across the State. It is likely that by the time you receive this newsletter, the November 4, General Election will be over and all races will be decided.

There are several close races in the St. Louis area. The most notable of these close races are mainly in the Senate. In Senate 24, where Republican John Lamping decided not to run for re-election, Democrat Representative Jill Schupp is fighting tooth and nail to turn that seat back into Democrat control. However, Republican Jay Ashcroft is trying equally as hard to win the seat and keep the seat Republican. This seat was historically a Democrat seat, until John Lamping took it over for the Republicans 4 years ago.

Another race to keep a close eye on is Senate District 22 vacated earlier this year by term limited Democrat Senator Ryan McKenna. Again, this seat has historically been a Democratic seat. Senator McKenna narrowly held onto this seat 4 years ago and polling indicates the race between Democrat Representative Jeff Roorda and Republican Representative Paul Wieland is very close.

At this juncture, the House Republicans are expected to hold on to their veto proof majority. The question is if they hold onto their veto proof majority how far over the 109 needed for a veto proof majority will they go? Early reports suggest they could pick up several more seats. This will be interesting to watch.

One final note about the November elections, all U.S. Congressional seats are up for re-election, all State Representative seats are up for re-election, half of the State Senate seats are up for re-election and only one executive branch seat (State Auditor) is up for re-election.

As I stated above, these races will be decided by the time you receive this newsletter. I will do an election update after the November 4 election. Until then, please contact me if you have any questions regarding any of the elections or how the winners will impact you.

ASA has already been preparing for the 2015 legislative session. We have been working to finalize language in the bills we will be filing and educating legislators who will sponsor the different pieces of legislation that will be part of ASA's 2015 Legislative Agenda. We will start the 2015 legislative session where we left off in 2014 by filing the risk transfer bill and a bill which would put standards in statute regarding what constitutes a final lien waiver. Fortunately, we can cross one item off our legislative agenda this year after passing the retention bill last session.

We have been working since last session to develop better language for our additional insured or "risk transfer" bill. We have also been working on a strategy to try to make this very confusing bill easier to understand. We will know more where our opponents stand once the new language is finalized. It is our hope to have the bill filed in December after bill pre-filing begins.

We are also working on language that would state in statute what constitutes a final lien waiver. Too many times a contractor will sign lien waiver thinking they are only signing away their lien rights to the work they are actually being paid for at the time; however, only to find out after it is too late, they actually signed away all their lien rights.

Finally, we can't discount all the work we will need to do, once bill filing begins on December 1, analyzing the bills filed and making sure we are prepared to defend against any bill filed that would negatively impact you.

As always, please contact me if you have any questions on the political front. I would like to wish everyone a Happy Thanksgiving! It is hard to believe the holiday season is already here. Nikki Strong, Strong Consulting Group.

ASA Members 2014-15

AHM Financial Group
Acoustical Ceilings, Inc.
Affton Fabricating & Welding
Air Land & Sea Express
Air Masters/Gateway Mechanical
AME Constructors
American Burglary & Fire, Inc.
American Mechanical
American Steel Fabrication, Inc.
Aschinger Electric
Bazan Painting Company
Bell Electrical Contractors
Benson Electric Company
Bi-State Fire Protection Corp.
Bi-State Utilities Company
Blue Line Rental
Bommarito Ford
Branham Electric
Briner Electric
Brown Smith Wallace LLC
Business Bank of St. Louis
C & R Mechanical Company
CD Strong Construction
C. E. Jarrell Contracting
CK Power
CMIT Solutions
CNA Surety
Cam-Dex Security
Cardinal Environmental Operations
Cee Kay Supply
Central Power Systems
CliftonLarsonAllen, LLP
Cohen Architectural Woodworking
Collins & Hermann
Common Sense Solutions
Corrigan Company
Dawson-Dodd Heating & Cooling
Deep Foundations, LLC
Drilling Service Company
Drury Company
Duct Systems
Ductz of West St Louis
Dynamic Controls, Inc.
ECO Constructors
ELCO Chevrolet Cadillac
Enterprise Bank & Trust
Envirotech, Inc.
Eureka Forge
Event Productions, Inc.
Excel Fire Protection, Inc.
Fabick CAT
Fastrack Erectors
Fenix Construction Co. of STL
Ferguson Enterprises, Inc.
Firestone
Flooring Systems, Inc.
Foreman Fabricators
Foundation Supportworks by Woods
Freeman Contracting
Frost Supply
GBI, Inc.
Galloway, Johnson, Tompkins, Burr & Smith
Gaus & Associates
George McDonnell & Sons
Goedecke Company
Golterman & Sabo
Grant Contracting
Greensfelder, Hemker & Gale, P.C.
Guarantee Electrical
H & G Sales, Inc.
Haberberger, Inc.
Hanenkamp Electric
Hayden Wrecking
Heitkamp Masonry
Helitech
Hereford Concrete Products
Hilti
Hoette Concrete
Hunter Saak Modular Sales & Leasing
Ideas4Promos
IronPlanet
Irwin Products
J.D. Kutter Insurance
J.F. Electric
JJ Construction Services, LLC
J.W. Bommarito Construction Co.
J.W. Terrill
John J. Smith Masonry
Johnny on the Spot at Republic Services
Johnson Controls
K & K Supply, Inc.
Kaemmerlen Electric
Kaiser Electric
Kay Bee Electric
Kirberg Company
Kirby-Smith Machinery, Inc.
Knapheide Truck Equipment
Lawrence Fabric Structures
Liberty Mutual Surety
Lindberg Waterproofing
Lizmark
Luby Equipment Services
MSI Motor Service, Inc.
Marketeer, Inc.
Mays-Maune-McWard, Inc.
McCarthy, Leonard & Kaemmerer
Merric
Meyer Painting Co.
Michele K Smith CPA
Midwest Elevator
Montgomery Bank
Murphy Company
National Fire Suppression
Negwer Materials, Inc.
NES Rentals
Niehaus Construction Services
Nigel's Flooring
Nu Way
O.J. Laughlin Plumbing Co.
Oreo & Botta Concrete
P & A Drywall Supply
Pac-Van, Inc.
Parkway Construction Services
PayneCrest Electric
Pearl Street Electric, LLC
PierTech Systems
Pirtek Fenton
Positioning Solutions Company
Precision Analysis, Inc.
Precision Daylighting, Inc.
Precision Office Installers
Preferred Wireless, Inc.
ProSource Wholesale Floorcoverings
Process Marketing Group
Professional Installers, Inc.
PS Rapp Sewer & Plumbing
RAI Insurance Group
R.F. Meeh Co.
RJP Electric
RM Supply
Raineri Building Materials
Reinhold Electric, Inc.
Rental Supply, Inc.
Ritchie Bros Auctioneers
Rock Hill Mechanical Corp.
RubinBrown LLP
Sachs Electric Company
Safety International, LLC
Sandberg, Phoenix, von Gontard
Schaeffer Electric Co., Inc.
Schneider Electric
SD Smith Financial
Seal the Deal
Siemens Industry Inc.
Secura Insurance
Seiler Instruments
Signature Craft
Sikich, LLP
St. Louis Screw & Bolt
Stone Carlie
Stylemaster Apparel, Inc.
Sunbelt Rentals
Swanson Masonry, Inc.
T.J. Wies Contracting
Taylor Excavating
Techsmart Energy
Trojan Iron Works, Inc.
TROCO Custom Fabrication
Tulley Steel & Supplies
Tyson Onsite
UHY LLP
United Infrastructure Corporation
United Rentals
Vee-Jay Cement Contracting
Windoor Company
Wise Safety & Environmental

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

After returning from our ASA board strategic planning session in October, I have to say that I am excited about the direction that we see our membership going. We are focusing on two very important aspects of our organization and where we see it in 1, 2 and even 5 years from now. The first aspect that we want to focus on is "How does ASA Midwest help me to grow personally and professionally?". The second "Is the organization generating more business for me as a member?".

As we proceed to grow, we need to maintain a firm grasp on HOW we are developing our relationships. WHY is it so important to continue to evolve and stay relevant to our peers and our prospects. Lastly, WHAT is the ASA Midwest going to do to for us to address and answer these questions? The answer is simple, everything we do from here on out as an organization, must be able to answer one or both of our goal questions. From monthly meetings, events, to marketing we have to be asking ourselves " does it help the membership to grow either personally or professionally and/or will it bring me more business? It is my intention as membership chair to help the entire organization address these goals set before us. Let me know about your thoughts... what are some of your ideas about how we can get better? Let's put our best foot forward and continue to be the best ASA chapter in the nation!!

Jennifer Tichacek, Membership Chairman
Ferguson Facilities Supply

SAFETY

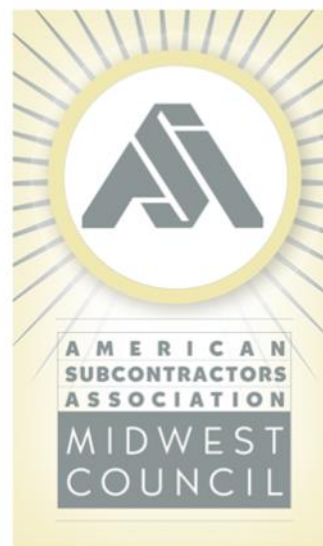
The safety committee meets the last Wednesday of the month at 4:00pm. The location is variable depending on attendance. We are looking for more members. Please consider sending someone from your staff to join our committee. Remember Safety Pays! For additional info contact Mike Sicking, Safety International, 314-486-3141

PROGRAMS

The program committee is busy planning programming for the 2014-15 year. If you have suggestions or comments regarding ASA Programming, feel free to contact Tom Woodcock, Seal the Deal.

CONTRACT REVIEW

The ACW subcontract form for work at BJC has been reviewed. The subcontract form and the committee's review will be discussed at the Dec 3 BPI in a Box. Dick Stockenberg, Sandberg, Phoenix & von Gontard P.C.

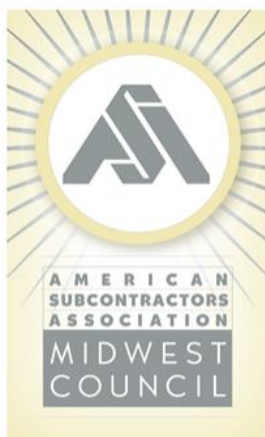


Building. Community.

ASA's Excellence in Ethics Award Application Process Can Help Your Firm Start an Ethics Program

If your firm has implemented, or is developing, a corporate ethics code or training program, you may already have most of the materials you would need to apply for ASA's 2014 Excellence in Ethics Award. If your firm does not yet have an ethics program, following the awards application process can help you start one! ASA's 2014 Excellence in Ethics Award provides national recognition to subcontractors that demonstrate the highest standards of integrity in the construction industry. Award winners are selected based on corporate ethics policies and procedures, construction industry practices, and general business practices.

The award is a great way to let your clients, employees, and others in your community know that your company is committed to professionalism and sound business practices — and including such a distinction in your bids can be a good way to help distinguish your firm from your competitors! ASA has developed a "Model Timeline for Preparing an Application for an ASA 2014 Excellence in Ethics Award," which assigns a completion date to each step in gathering or producing the needed documentation to complete the application, including: finalizing policies, scheduling ethics training, soliciting recommendation letters, arranging for payment of the application fee, and reviewing and submitting the application. Some examples of materials that must be included with your application are: an internal financial controls policy, a non-discrimination and/or anti-harassment policy, a process for timely and fair resolution of customer complaints, and a recommendation letter from a competitor, a customer, and a supplier.



Building. Community.

Awards applications will be evaluated by Nitish Singh, Ph.D., an associate professor in International Business and the program leader of the Certificate in Corporate Ethics & Compliance Management at Saint Louis University, St. Louis, Mo. Dr. Singh also runs a consulting firm, IntegTree, LLC, with his business partner, Thomas Bussen, JD, MBA, providing ethics and compliance training and advisory services. For more information on ethics and compliance services, email Dr. Singh. Dr. Singh also serves as co-chair for the Brand2Global: Global Branding & Digital Medial Annual Conference.

Read ASA's 2014 Excellence in Ethics Awards brochure to learn about the awards judging criteria and submission requirements. ASA also provides a resource guide to help firms prepare and submit applications. This guide contains model documents, such as sample recommendation letter requests and model policies on topics ranging from competition and conflicts of interest to internal procedures and whistle blowing. The application deadline is Dec. 12, 2014. ASA will present the 2014 Excellence in Ethics Awards at its annual convention, SUBExcel 2015, which will take place March 26-29, 2015, in Seattle, Wash. Learn more about the ASA Excellence in Ethics Awards on the ASA Web site under "Education & Events."

WE NEED YOUR FEEDBACK!!

*Have you filled out a
member needs survey for 2014?*

*Please visit www.asamidwest.com
to access the member survey*



*Please complete and email to
susan@asamidwest.com*

Does Your Safety Program Include Vehicle Safety?

Chris O'Hagan, J.D. Kutter Insurance Associates

Most contractors have figured out that jobsite safety is not only good policy – its good business. Jobsite injuries cost time and money and, as such, sound contractors have developed safety programs designed to mitigate these types of incidents to the best of their ability. Most construction companies have written safety plans, conduct toolbox talks, have dedicated safety personnel and regularly train their employees on jobsite safety.

But does your safety program extend to use of your company vehicles? Ask yourself these questions:

1. Do I have a written fleet safety program that employees must read and acknowledge reading?
2. Do I routinely check the Motor Vehicle Records of employees (or prospective employees) that drive (or will drive) company vehicles?
3. Do I have a stated policy with regard to employee cell phone usage *while driving* company vehicles?
4. Do I have a stated policy with regard to an employee's personal use of a company vehicle?
5. Do my employees know what to do (and *not* to do) in the event they are involved in an accident in a company vehicle?

Do you have a stated policy with regard to alcohol consumption and the use of company vehicles?

If the answer to any or all of these questions is “no” you could be putting your company at risk and costing yourself money. Fleet safety for contractors that have two or two hundred vehicles on the road should be a business priority. The lack of a stated, concise and understandable employee vehicle-use policy can have implications far beyond the cost of an insurance deductible.

For starters, your insurance carriers are paying attention. Empirical data suggests that employers that have defined vehicle safety and usage policies have fewer accidents than employers that do not. And since insurers price auto policies on the frequency (not severity) of occurrences, this issue is on their radar. Plus, contractors with larger fleets tend to have higher comp/collision deductibles (or self insure comp/collision entirely) and higher frequency of accidents equals greater out-of-pocket expense.

Secondly, the liability exposure to employers who do *not* have these controls in place has become more pronounced. If you hand the keys of a company vehicle to an employee who has multiple DUI's or accidents on his record, the courts have found that you could be guilty of *negligently entrusting* a company vehicle to an employee whom you *should have known* not to let drive.

And lastly, the ripple effect of an auto accident doesn't necessarily end with the costs of the accident. Remember, these are employees in your vehicles – and workers injured in a company vehicle on company business are entitled to statutory Workers' Compensation benefits.

Some contractors have begun to utilize satellite tracking systems to monitor their company vehicle usage. These systems provide in-depth information on vehicle location, routes the vehicle has taken, stops the vehicle has made and speeds at which the vehicle has traveled. They provide incredibly detailed information and can help monitor and increase productivity. But they are not a replacement for a comprehensive vehicle safety program.

So take a minute to reexamine your company's vehicle safety program. It's good business.



STAR SAFETY PROGRAM

Safety Training And Responsibility

Powered by ASA MWC Members

PLACE YOUR NAME HERE BY SPONSORING
AN UPCOMING MEETING
ONLY \$250
CONTACT SUSAN FOR DETAILS

NES Rentals

Precision Analysis, Inc.

Siemens Industry, Inc.

*Recruit a new member and earn a star
for your ASA name badge.*



Building. Community.

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 \$300/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 PARTNERSHIPS:

Mason Contractors Assoc.(MCA)

Contact Pam Holway

or David Gillick

(314) 645-1966



www.masonrystlouis.com

American Society of Professional Estimators (ASPE)

Contact Mindy Funk or

Cyndi Walker

(314) 596-7695 or

(314) 781-1422

www.stlouis-aspe.org



ASA Meeting Sponsorship

Highlight your company at an
upcoming
ASA Monthly Meeting

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

What do you get for \$250 ?

*Full Color Sponsor featured on the
11x 17" placemat.*

Announcement at Meeting.

Slide in Meeting Presentation.

Recognition in Newsletter.

Contact Susan Winkelmann

susan@asamidwest.com

