

## **MARCH**

### **March 19**

Monthly Business Meeting  
*Syberg's on Dorsett*

### **March 27**

Banking/Bonding Seminar  
*Enterprise University*

## **APRIL**

### **April 16**

Monthly Business Meeting  
*Soccer Park-Fenton*

### **April 26**

21st Annual Awards Gala  
*Four Seasons Hotel*

## **May**

### **May 13**

**Partners in Construction**  
*Mason Contractors Assoc.*

### **May 21**

Monthly Business Meeting  
*Syberg's on Dorsett*

## **June**

### **June 4**

Construction Sales Training  
*Quality Inn Dorsett*

### **June 18**

Construction Showcase &  
BBQ  
*Queeny Park*

visit [www.asamidwest.com](http://www.asamidwest.com)  
for a calendar of events.

# **MARCH 2014**

March marks the beginning of spring and after a winter like we had this year, unless you were pushing snow its time to get back to work. After a brutal winter the phones will start ringing and all the jobs that have been delayed all winter long will be in catch up mode. This is an interesting phenomenon in construction today, it seems like no matter what the case may be or however late you get on the project no matter what the trade you are supposed have your men work overtime weekends and everything else to get the job caught up.

I bring this up because there are several ways to handle this and some work much better than others. There is the classic, "I will get my men there when I can approach," this usually leads to a lot of frustration on both the subcontractor's side and the general's. There is the subcontractor tries to appease the GC and works his men day and night only to turn in a change order/ extra for overtime to be denied after the fact.

The only thing that I have seen work on a consistent basis is to have open communications and do your best to manage expectations. In other words under promise and over deliver. Do your best with the general and explain the problems/ solutions to the job schedule and document everything. The more I hear from the *Partner's in Construction* the more I believe that communication, and more than just an email, pick up the phone or go see someone will go a long way in making life better for all involved.

With all that being said I hope this spring brings a lot of work and most of all profit to all the subs and contractors involved with ASA. I look forward to seeing you this month.

Vincent Irwin  
Irwin Products, Inc.  
President, ASA MWC  
Building. Community.



**Syberg's on Dorsett  
2430 Old Dorsett Road  
Maryland Heights, MO**

Directions: Exit HWY 270 at the Dorsett Exit. Go east on Dorsett, and a left onto Old Dorsett Road to Syberg's.



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**Join a committee today.**

**Membership**  
*(Jennifer Tichacek/Tom Woodcock)*

**Programs** *(Steve Albart)*

**Golf** *(Jennifer Church/Jeff Jordan)*

**Legislative** *(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!!*

**MARCH 2014  
MONTHLY BUSINESS MEETING  
SYBERG'S ON DORSETT  
Wednesday, March 19, 2014**

Please join us Wednesday, March 19, 2014 at Syberg's on Dorsett, 5:30 p.m. Our topic for the evening is *Business Valuation as it relates to Succession Planning*, presented by Mark Jansen, RubinBrown, LLP.

The cost is \$42 per member and includes networking, education program, hosted bar and dinner.

**Register online by Friday, March 14th.**

The following companies will be reviewed at BPI:

Altman Charter  
Helmkamp  
J.A. Wachter  
Paric  
Pernikoff

**BPI Topic: What successes have you experienced regarding contract language negotiations?**

*Please invite a non member guest to the meeting, remember first time non member guests are FREE to attend. It is the best way to introduce someone to the benefits of ASA membership! Please register your guests in advance with the ASA office-[susan@asamidwest.com](mailto:susan@asamidwest.com)*

**Shared Office Space / Warehouse / Fabrication Shop Available**

Furnished private office in a clean professional environment. Also available, together or separately, is a warehouse / fabrication area up to 6,000 s.f. Partial, Short term or intermittent lease available.

Contact: [linda4825@gmail.com](mailto:linda4825@gmail.com)



**Banking & Bonding Seminar  
"Financial Strategies in an  
Uncertain Economic Environment"**

*Enterprise University  
6240 Olive Blvd  
Creve Coeur, MO 63130*

*Thursday, March 27, 2014  
8:00 a.m. to 11:00 a.m.*

*\$40 ASA Members  
\$60 Non ASA Members*

*For more details or to register  
visit [www.asamidwest.com](http://www.asamidwest.com)*

*Questions?  
Contact Susan Winkelmann  
[susan@asamidwest.com](mailto:susan@asamidwest.com)  
314 845-0855*

*Reserve your Table*

**ASA MIDWEST COUNCIL  
ROARING TWENTIES  
AWARDS GALA**

*Saturday, April 26, 2014  
Four Seasons Hotel St. Louis*

[www.asamidwest.com](http://www.asamidwest.com)



## Using the Four C's to Market Your Construction Company with Social Media

*AJ Ford, Marketeer, Inc.*

Social Media and technology devices have opened up the world, creating the era of The Informed Consumer. Social Media outlets like, LinkedIn, Facebook, Twitter, Google+, Mobile websites, Vines, Blogs, Pinterest, and so many more have allowed for a whole new ability to network, share ideas and sell goods & services. Add to that, consumers view their content on iPhones, Droids, Laptops, Desktops, iPads, iPad Mini's, Tablets, etc. allowing us to view what we want, how we want, when we want, from wherever we want.

Social Media marketing is a terrific avenue for construction companies of all sizes to create and develop their own brand inexpensively. But, with so much power at the fingertips of informed consumers who can influence purchase decisions, endorse brands, make recommendations and so forth, it is imperative construction companies remember the four C's of social media marketing, regardless of company size or budget.

Determining which channel(s) will help you **CONNECT** with the right buyers is simple. *Where are your customers?* If you work primarily with businesses; LinkedIn, Blogs, websites, Google+ and mobile websites are most likely your best options to reach your customer. However, it is still acceptable and a good idea to have company Facebook, Twitter, and Vine platforms as part of the "Cultural" brand development for your company. After all you are still selling to people and people do business with people they know, like and trust.

Once you have determined where your customers are online, you have to decide what you want to convey. This brings us to the second, and in my opinion the most important factor in social media marketing... **CONTENT**. If you wish to create or develop your brand, and sell your products and services with social media, you must strive to position and differentiate your company as the expert of your skills, abilities or trade. Regardless of which social tools you use, the content you generate must be well-written, relevant and of interest to your target customers. Sometimes, it can

be informative and professional, and other times, it can be fun and entertaining. You want your viewers to share what you say with others. When preparing content, think about the terms and phrases your audience might search for on the Web. Try to include critical, relevant keywords and phrases in your content. Many of the social media platforms index content for search engines, which can help you promote your company online without investing in additional paid advertising.

**CONSISTENCY** is one of the most important, yet overlooked elements in social marketing. It's important that your company's tone, message and image are consistent throughout all of your marketing efforts. This consistency strengthens brand recognition, shows professionalism, eliminates confusion, separates you from competitors and maintains your brand's personality. Now, this doesn't mean that all of your communications need to look absolutely identical, but it does mean your key messaging and visual branding should be clearly identified. Strong consistent branding reinforces your identity and drives positive sentiment and brand affinity. – both critical components in a customer's decision making process.

Lastly, Social Media marketing today takes a lot of **COURAGE**. We expose our company, subject our brand to scrutiny and bear our soul. But here's a piece of advice: Your customers, employees and competitors are *already* talking about you online. You need to be part of the conversation. This is a great opportunity to build trust by being helpful, interesting and giving your company a face and a personality.

**ASA MIDWEST COUNCIL  
MEMBER AFFINITY PROGRAMS**

*ASA Membership has many benefits!!*

We are currently creating exceptional affinity programs for our ASA MWC members!

Watch for exciting information in the upcoming weeks, including but not limited to discount programs from the following ASA Members:

*CMIT Solutions  
ELCO Chevrolet Cadillac  
Firestone  
Ideas 4 Promos  
Pac-Van, Inc.  
Secura Insurance  
Stylemaster Promotional Products*

**[www.asamidwest.com](http://www.asamidwest.com) for details**

**THANK YOU**

to the companies that attended the February Monthly Meeting:

<i>24/7 Onsite Cameras</i>	<i>Dawson Dodd Heating &amp; Cooling</i>	<i>George McDonnell &amp; Sons</i>	<i>Oreo &amp; Botta Concrete</i>
<i>Affton Fabricating &amp; Welding</i>	<i>Duct Systems</i>	<i>Hereford Concrete</i>	<i>Pac-Van, Inc.</i>
<i>Air Masters/Gateway Mech.</i>	<i>Dynamic Controls</i>	<i>Ideas 4 Promos</i>	<i>PS Rapp Sewer &amp; Plumbing</i>
<i>AME Constructors</i>	<i>ELCO Chevrolet Cadillac</i>	<i>Irwin Products</i>	<i>RM Supply</i>
<i>American Steel Fabrication</i>	<i>Enterprise Bank &amp; Trust</i>	<i>J.D. Kutter Insurance</i>	<i>Rock Hill Mechanical</i>
<i>Bazan Painting Co.</i>	<i>Envirotech</i>	<i>Johnson Controls</i>	<i>RubinBrown LLP</i>
<i>Bi-State Fire Protection</i>	<i>Event Productions Inc.</i>	<i>K &amp; K Supply</i>	<i>SD Smith Financial</i>
<i>BMS Drilling</i>	<i>Excel Fire Protection</i>	<i>Luby Equipment</i>	<i>Sachs Electric Co.</i>
<i>Briner Electric</i>	<i>Fabick</i>	<i>Marketeer, Inc.</i>	<i>Safety International</i>
<i>C &amp; R Mechanical Co.</i>	<i>Firestone</i>	<i>Michele K Smith CPA</i>	<i>Sandberg Phoenix &amp; von Gontard</i>
<i>CeeKay Supply</i>	<i>Flooring Systems</i>	<i>Midwest Elevator</i>	<i>Seal the Deal</i>
<i>Corrigan Company</i>	<i>Freeman Contracting</i>	<i>Midwest Service Group</i>	<i>Sikich LLP</i>
<i>D &amp; J Glass &amp; Sign</i>	<i>Frost Supply</i>	<i>Montgomery Bank</i>	<i>Stone Carlie</i>
	<i>Gaus &amp; Associates</i>	<i>Niehaus Construction</i>	<i>T. J. Wies Contracting</i>
		<i>Nigel's Flooring</i>	<i>UHY LLP</i>
			<i>United Rentals</i>

**CONGRATULATIONS**  
**ASA Midwest Council**  
***Roaring Twenties Awards Gala***  
**2014 Nominees**

**General Contractor  
of the Year**

**Category A**

Alberici Constructors  
BSI Constructors  
Holland Construction Services  
L. Keeley Construction  
McCarthy Building Companies  
Tarlton Corporation

**Category B**

ARCO Construction Co.  
Interface Construction Corp.  
Kadean Construction  
McGrath & Associates  
Musick Construction Co.  
Rhodey Construction  
Volk Construction Co.

**Category C**

G.H. Voss Co., Inc.  
G.S. & S. Inc.  
HOF Construction  
J.E. Foster Building Company  
Lauer Construction, Inc.  
SITELINES, Inc.

**MEP Subcontractor**

**Category A**

Aschinger Electric Co.  
C.E. Jarrell Contracting  
Corrigan Company  
Guarantee Electrical  
Haberberger, Inc.  
Kaemmerlen Electric  
Kaiser Electric  
Key Bee Electric  
Murphy Company  
PayneCrest Electric  
Rock Hill Mechanical  
Sachs Electric Co.  
Schaeffer Electric Co.

**Category B**

Duct Systems  
Excel Fire Protection  
O.J. Laughlin Plumbing Co.  
Parkway Construction Services

**Service Provider/Vendor**

Enterprise Bank & Trust  
H & G /Schultz Door  
J.D. Kutter Insurance Associates  
Negwer Materials/ Negwer Door Systems  
Seal the Deal  
United Rentals  
Volvo Rents

**Specialty Subcontractor**

**Category A**

Affton Fabricating & Welding  
Collins & Hermann, Inc.  
Drilling Service Co.  
Fenix Construction Co.  
John J. Smith Masonry Co.  
T. J. Wies Contracting, Inc.  
Vee Jay Cement Contracting

**Category B**

AME Constructors  
Bazan Painting Co.  
Foreman Fabricators  
Grant Masonry Contracting

***Roaring Twenties Awards Gala***  
***Saturday, April 26, 2014***  
***Four Seasons Hotel St Louis***



## Upcoming ASA Midwest Council Events & Meetings

- March 19 Monthly Business Meeting-  
*Syberg's on Dorsett*
- March 27 Banking & Bonding Seminar-*Financial Strategies in an Uncertain  
Economic Environment*  
*Enterprise University*
- April 16 Monthly Business Meeting  
*Soccer Park-Fenton*
- April 26 ASA Midwest Council ***Roaring Twenties Awards Gala***  
*Four Seasons Hotel St. Louis*
- May 13 Partners in Construction Seminar  
*Mason Contractors Association*
- May 21 Monthly Business Meeting  
*Syberg's on Dorsett*
- June 4 Construction Sales Training Seminar-*Seal the Deal*  
*Quality Inn Dorsett*
- June 18 Construction Showcase & BBQ  
*Queeny Park*



# Have you Heard??

ASA Midwest Council has a new *Safety Program*  
Powered by ASA Members and the ASA Safety Committee!

The investment is only \$300 per company and the benefits include the following:

- Job-Site Analysis
- Hazard Prevention & Control
- Safety Training & Education
- Industry Recognition
- Improved Employee Productivity & Morale

Contact Safety Chairman, Michael Sicking with Safety International.  
[msicking@safety-international.com](mailto:msicking@safety-international.com) OR 314 486-3141

To apply, visit [www.asamidwest.com](http://www.asamidwest.com).

**STAR Safety Program** join today!!



**STAR SAFETY PROGRAM**  
Safety Training And Responsibility  
Powered by ASA MWC Members

## Specialized protection. Exclusive discount.

Count on SECURA for protection designed specifically for contractor operations.

You'll have fewer worries when you're covered by this insurance program. Highlights include coverage for employee tools and more.

As a member of the American Subcontractors Association-Midwest Council, you receive an exclusive discount on your policy.



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The 2014 legislative session has been moving quickly. In the month of February the House and Senate began moving bills through Committees and holding floor debate daily. The Senate began holding floor debate twice a day and took up several controversial measures (Managed Care Expansion, Gun Rights, and Abortion just to name a few). Floor debate in the House was spent on less controversial issues and the House has dedicated less time debating bills than the Senate.

We are quickly approaching the traditional halfway point of the legislation session, the annual Legislative Spring Break begins upon adjournment of the legislature on March 13 and continues until March 24, when the legislature resumes.

The House has dedicated a lot of time in Committee this session discussing several highly controversial pieces of legislation affecting the construction industry. Right-to-Work legislation, paycheck protection legislation, and legislation that changes the prevailing wage laws in the State of Missouri have all been heard and were voted out of their House Committee in February. The Senate has not been so quick to discuss these issues. Speaker Tim Jones stated early in session he would pass right-to-work legislation out of the House this year. The Senate has not indicated they have the same desire to pass right-to-work, but would likely consider passing paycheck protection legislation again this year. These issues will likely be topic of debate and discussion all session.

ASA's legislative priorities are progressing this session. (1) Retention on Public Projects. Two bills have been filed on this issue SB529 and HB1484. SB529 is advancing at much quicker pace than the House Bill. As of newsletter press time the bill was on the Senate Calendar waiting for debate. HB1484 was heard in the House General Laws Committee where it was voted out after receiving no opposition. These bills modify the laws relating to retention for public projects. (2) Final Lien Waiver Clarification: HB1733 was filed by Rep. Rocky Miller. In summary the bill specifies that a waiver or lien release is only enforceable to the extent of the payment amount received by the lien claimant in exchange for the waiver or lien release. The bill was referred to the House Small Business Committee and had a hearing where many opponents came out against the bill. Those opponents included the Bankers and various title companies.

The issue sparking the filing of the bill is that too many times subcontractors will sign their lien rights away without knowing it due to numerous different and complex lien waiver forms that have hidden language giving up lien rights on a project. The bill sponsor, Rep. Rocky Miller, is very passionate about this bill as he was personally affected by this problem. (3) Risk Transfer: HB1674 relating to risk transfer in the construction industry will make changes to statute relating to the state's additional insured laws. This has been a tough issue we have been trying to tackle for a couple years now. We have been working to develop less complex language, yet still attempting to fix the problem in current law. As of newsletter press time, the bill had been referred to the House Insurance Policy Committee and was waiting for a hearing.

If you are not receiving my weekly legislation updates via e-mail, please contact Susan Winkelmann or myself so we can add you to the list. Additionally, I am available at any time to answer any questions you may have regarding ASA's legislation, other legislation, or anything else going on in our State Government.

### **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



Did you receive your awards gala mailing  
in February which included the following?

*THE ASA ROARING TWENTIES*  
AWARDS GALA BALLOTS  
SAFETY AWARD APPLICATIONS  
SPONSORSHIP OPPORTUNITIES

Please help ASA recognize the Best of the Best in the Construction Industry  
by Returning your Ballots and Safety Applications.

**Ballot Deadline is March 14, 2014**

Submit your votes to  
Mark O'Donnell  
Sikich LLP  
12655 Olive Boulevard, Suite 200  
St. Louis, MO 63141



The Tom Owens Memorial Scholarship is 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.asatomsf.com](http://www.asatomsf.com) for details.

*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**

ASA-Midwest Council Membership offers the following FREE opportunities to all of our members to take advantage of every month:

New Member Spotlight – ALL Members - This is an article published in our ASA “The Voice” Newsletter that the new member can write about what type of work that their company performs.

New Vendor Spotlight – Associate Members only - This is an article published in our ASA “The Voice” Newsletter that the new associate member can write about what services their company can provide to our members.

Sound bite – ALL Members – “What ASA has done for me” is an article located in ASA “The Voice” Newsletter that describes a business to business success story that your company benefitted from.

New member spotlight table – Any new member - A supplied table for the new member company so that they can bring their own display materials to explain their products and or services for all members to see and ask questions.

We also have several sponsorships that are overlooked sometimes for all of our members to market their company to the entire membership!

Monthly Meeting Sponsorships – ALL Members – For \$250.00 your company receives one full color ad on the dinner placemats at the monthly meetings. One color slide in the power point presentation during networking and dinner. Company will be announced during meeting announcements and recognition in the ASA – Midwest Newsletter.

Monthly Newsletter Sponsorships – ALL Members – Various sponsorships available for varying size and price ranges. Everything from a business card ad all the way up to a full page ad!!

\*NEW – Website Sponsorships – ALL Members – Various sponsorships available for varying size and price ranges.

All the best,  
Jennifer Tichacek, Membership Chairman  
C&R Mechanical Company

### **SAFETY**

Get educated by getting involved with the new **STAR Safety** program. Let us help you achieve your 2014 safety goals. The Safety Committee meets the last Wednesday of the month at 4:00pm at Helen Fitzgerald's Pub on South Lindbergh. New members are always welcome. If you think you might be interested, see you there! For additional info contact Mike Sicking, Safety International, 314-486-3141

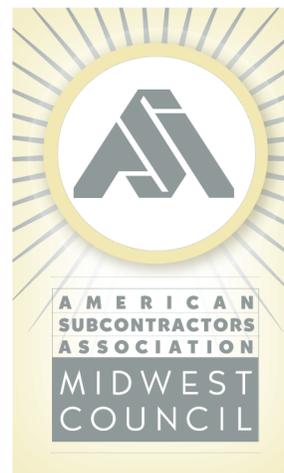
### **PROGRAMS**

Upcoming seminars include a Banking & Bonding Seminar on March 27, 2014, and Seal the Deal Construction Sales Training on June 4, 2014.

If you have suggestions or comments regarding ASA Programming, feel free to contact Steve Albart, Enterprise Bank & Trust-[salbart@enterprisebank.com](mailto:salbart@enterprisebank.com)

### **CONTRACT REVIEW**

The contract review committee has over 80 contracts of general contractors that have been reviewed. Copies are available for your use, contact Susan Winkelmann to see what contracts we have on file. A 5 part seminar series on Killer Clauses and Lien Waivers is planned for late 2014/early 2015. Details to follow.  
Dick Stockenberg, Sandberg, Phoenix & von Gontard P.C.



**Building. Community.**

## **ASA Silver Sponsor eSUB Offers Online Construction Management Software Especially for Subs**

ASA Silver Sponsor eSUB, short for eSUBCONTRACTOR, provides a cloud-based project management, time card management, bid management and corporate management software for subcontractors to manage their construction projects online from any device, including smart phones, laptops and tablets.

With almost 30 years of consulting business experience in the construction industry, eSUB offers online construction management software designed exclusively to support operations, develop documentation and project management procedures for subcontractors of all trades to streamline procedures and increase their profit margin.

With eSUB, subcontractors can create, manage, store and access all of their construction documents and project management activities from one central location with no need to manually sync data. Whether they're at the office, in the field, on the road or working from home, subcontractors can manage paperless projects with eSUB's cloud-based construction management software.

eSUB automates time-consuming and error prone manual processes of managing projects in Word, Excel and Outlook, and replaces these with automated tracking procedures for increased efficiency, creating a seamless workflow. Simply point and click to enter data, send and receive email, generate cost analysis, create customized reports and more.

For more information, contact Benny Baltrotsky at (800) 493-3782, Ext. 308, or [benny@esubinc.com](mailto:benny@esubinc.com).

## **Watch Out for Design Disclaimers! Negotiate Better Terms with ASA 'Tip Sheet'**

Subcontractors are likely to find that a disclaimer of owner-furnished plans and specifications is a red flag for a problem on a project. ASA's newest "Subcontractor's Negotiating Tip Sheet" on "Design Responsibility" explains that the subcontractor may find itself responsible for design for which it must hire a professional at a cost it did not include in its bid. The subcontractor may also find that it is not licensed and/or insured for design responsibility for which it has contracted. A common provision found in a general contractor's proprietary subcontract may state: "The Customer has requested that the Architect prepare documents for the Project, which are to be complete and accurate. The Subcontractor acknowledges and represents that it has not and will not rely upon any representations by the Customer or the Customer's agents concerning such documents." ASA recommends that subcontractors replace such a provision with: "Any design services provided by Subcontractor will be reviewed by Designer to assure acceptability when integrated with the entire work. Customer is entitled to rely on the accuracy and completeness of design services or certificates provided by Subcontractor only to the extent that design responsibility is specifically delegated to Subcontractor by agreement in writing and all design and performance criteria are furnished to Subcontractor."

If the general contractor says, "My customer insisted on this design disclaimer in my contract, so this is just a pass through," the subcontractor could reply: "I am willing to accept responsibility for designing portions of the work that were clearly identified and included in the bid documents. But it's not fair to ask me to make representations about the design without letting me know up front that I needed to include a line-item in my bid to include fees for an architect or engineer." The GC may argue: "The subcontract makes clear that the Architect's documents are to be complete. You shouldn't have a problem." To such an argument, the subcontractor could explain: "I can't be locked into a design that you or someone else has prepared, without being allowed to rely on the documents prepared by that someone. I have to be able to rely on the architect's plans, or I have to be reimbursed for retaining my own design professional." If the GC insists, "This is standard industry practice," the subcontractor could counter: "AGC and ASA agree that '[r]eview of design drawings and documents by the contractor should be for the purpose of facilitating construction and not impose on the contractor a duty to discover errors, omissions or inconsistencies.' ASA tip sheets are released weekly and are designed to provide the subcontractor with the information it needs to negotiate a particular subcontract clause, including ASA-recommended language, samples of what a subcontractor may see in a client's proprietary subcontract, an explanation of the impact of poor language on a subcontractor, negotiating tips, and sources for more information. ASA tip sheets are available in the [members-only section](#) of the ASA Web site.

# Would You Be Ready if a Disaster Strikes Your Company?

*Michael Sicking, Safety International, LLC*

Does your Company have an emergency action plan in the case of a tornado? How about a fire? Depending on what your company does are you at risk of a possible terrorist threat. Oh wait, that last one is just probably the competition. All kidding aside, considering where we are located in the U.S. it is reasonable to assume that your company might be subject to a tornado or earthquake. How would you fare if an unexpected emergency happened today?

It might be time to consider an Emergency Action Plan. I have listed below a few details that OSHA suggest as to what should be included in a basic emergency action plan. There is a website address of <http://www.osha.gov/Publications/osh3088.pdf> which will offer much more information and resources in this area.

When developing your emergency action plan, it's a good idea to look at a wide variety of potential emergencies that could occur in your workplace. It should be tailored to your worksite and include information about all potential sources of emergencies. Developing an emergency action plan means you should do a hazard assessment to determine what, if any, physical or chemical hazards in your workplaces could cause an emergency. If you have more than one worksite, each site should have an emergency action plan.

## **At a minimum, your emergency action plan must include the following:**

- A preferred method for reporting fires and other emergencies;
- An evacuation policy and procedure;
- Emergency escape procedures and route assignments, such as floor plans, workplace maps, and safe or refuge areas;

## **What should your emergency action plan include?**

- Names, titles, departments, and telephone numbers of individuals both within and outside your company to contact for additional information or explanation of duties and responsibilities under the emergency plan;
- Procedures for employees who remain to perform or shut down critical plant operations, operate fire extinguishers, or perform other essential services that cannot be shut down for every emergency alarm before evacuating; and
- Rescue and medical duties for any workers designated to perform them. You also may want to consider designating an assembly location and procedures to account for all employees after an evacuation.

If nothing else I hope this article has initiated some thought and dialog within your company as to what would we do in the event of an emergency. As always, if you have any questions please feel free to contact me at any time. Stay Safe! Mike Sicking, Safety International, LLC



**STAR SAFETY PROGRAM**

Safety Training And Responsibility

*Powered by ASA MWC Members*

GEORGE MCDONNELL & SONS

IRWIN PRODUCTS

**Bommarito Ford**  
**Branham Electric**  
**CK Power**  
**Gaus & Associates Architectural Interiors**  
**Precision Daylighting, Inc.**  
**SD Smith Financial**

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

***WE NEED YOUR FEEDBACK!!***

*Have you filled out a  
**member needs survey** for 2013?*

*Please visit [www.asamidwest.com](http://www.asamidwest.com)  
to access the member survey*



*Please complete and email to-  
[susan@asamidwest.com](mailto: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 \$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
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## ASSOCIATION PARTNERSHIPS:

### Mason Contractors Assoc.(MCA)

Contact Pam Holway  
or David Gillick  
(314) 645-1966



[www.masonrystlouis.com](http://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](http://www.stlouis-aspe.org)

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Contact Susan Winkelmann  
[susan@asamidwest.com](mailto:susan@asamidwest.com)  
314 845-0855

## ***Have you Heard??***

***THE ASA MIDWEST COUNCIL  
HAS A NEW WEBSITE***

***WWW.ASAMIDWEST.COM***

- ***Online Event Registration***
- ***Advocacy Information***
- ***Safety Information***
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