

NOVEMBER

November 14
ASA/SITE/APWA
Joint Networking Event
TopGolf

DECEMBER

December 5
Casino Night
Holiday Party
Syberg's on Dorsett

JANUARY

January 30
ASA Midwest Council's
Meet the GC's Expo
St. Charles Convention Ctr.

FEBRUARY

February 20
Monthly DINNER Meeting
Syberg's on Dorsett

MARCH

March 20
Monthly LUNCH Meeting
Syberg's on Dorsett

APRIL

April 6
ASA MWC
Awards Gala
The Four Seasons

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

NOVEMBER 2018

I'd like to express my gratitude to our Board of Directors, our Chapter Attorney, Executive Committee, Past Presidents, Committee Chairs, and Executive Director for spending the weekend at our annual fall retreat strategic planning meeting. Many new ideas were discussed! Your ASAMWC leadership team is excited to start implementing some of these new ideas in the coming months.

First, we have launched our new ASA Midwest Council website that Susan Winkelmann and Stephanie Woodcock have poured countless hours into. IT IS FANTASTIC! Some of the newest additions are a password protected members only area, that will include member's only information for Safety and Contract Review, to name a few! Please note that with any new site, there will be a few glitches, as we get everyone acclimated to the new technology, and we appreciate your patience through the process! **You are now required to login to access member's only info, and to register for events.** You should have received your own login credentials in Mid-October. CHECK YOUR SPAM FILE for that email, if you still do not have it, contact susan@asamidwest.com and she can resend the information!

Second, we will be directing more emphasis to our safety program. *Always Safety Aware is our* new motto at ASA MWC. Please look for enhanced Safety features on our new website. We will be adding tool box talk topics, the "Who do I call in case of..." page, You may send any Safety Committees ideas to our new safety co-chairs, Rose Kastrup rose@csaadivisorsllc.com or Steve Williams steve.williams@bellelectrical.com. We are also looking for additional Safety Committee members, so if you are interested, please contact one of the co-chairs! Special thanks to Michael Sicking of Safety International, for his dedication of the past seven years to the ASA Safety Committee. Mike will be stepping down as Chair and passing the torch to Rose Kastrup and Steve Williams. Thank you, Mike, for your years of service and dedication.

We are also starting an ASA Women's Council Peer Group- *She's Built for This*. By now you should have received your friendly e-reminder to schedule your mammogram, compliments of the ASAMWC Women's Council. You'll be seeing updates periodically from this new group, and we would love for you to reach out to our tri-chairs, jchurch@ur.com susan@asamidwest.com or stephanie@sealthedealto.com to share your ideas and join the ASA Women's Council Peer Group!

Third, we need you and your company to become involved with this urgent task. Our industry is nearing crisis mode with the lack of young, new workers entering the trades. In the next five years the number of tradesmen in retirement age is staggering and our industry will take a tremendous hit if we do not start to generate an introductory program for our youth. Join ASA's newest initiative, BUILDING CAREERS so we can fill the upcoming void. It is imperative that we get involved and take action to bring life back into our trades. Please reach out to me at 314.486.3899 or jchurch@ur.com to join this task force, **WE NEED ALL OF YOU!**

Finally, let us give thanks. Look around at the people who make up your everyday life. The co-workers, the family, your neighbors and your ASA family and say thank you. Remember to be gracious for all that they do for you. Keep in mind that the holiday season is now upon us, things are getting very busy and a simple thank you goes a long way. I look forward to seeing you at the next ASA event on November 14th at TopGolf!

Jennifer Church, United Rentals
President, ASA Midwest Council-jchurch@ur.com 314.486.3899

TopGolf

16851 N. Outer 40 Rd.
Chesterfield, MO 63005

Directions: Exit Highway 64/40 at Boones Crossing. Turn onto N. Outer 40. TopGolf is on the left, just past outlet mall!



ASA Midwest Council needs your time and talent!

**Are you a new member looking to get more involved with the ASA?
Or perhaps you are a long time member,
and have never joined a committee!**

**We are always looking for committee members to assist with our
quarterly events, as well as the ongoing committees,
that help run the organization!**

**If you are interested in joining a committee, contact executive director,
Susan Winkelmann 314.845.0855 or susan@asamidwest.com**

NOVEMBER 14, 2018
Networking Meeting

TopGolf

16851 N. Outer 40 Rd.
Chesterfield, MO

Wednesday, November 14, 2018
4:30 to 6:30 p.m.



TOPGOLF

Please make plans to join ASA/SITE/APWA
for a joint networking event at TopGolf!

Swing on by for 2 hours of Cocktails,
appetizers & golf for only **\$60 per person!**

Visit our **NEW** website to register by 11.7.18.

Advance registration is required! If you are a member
of more than one of the organizations (ASA/SITE/
APWA), please only register with one organization so
we do not have duplicate registrations!

BAR SPONSORSHIPS AVAILABLE \$300

Visit www.asamidwest.com to register today!

Our new website requires member login, which
you should have received in mid October.
If you do not have your login info, contact
susan@asamidwest.com or 314.845.0855



13th ANNUAL CASINO NIGHT
Members Only Holiday Party



Wednesday, December 5th 2018
Syberg's on Dorsett
6:30 p.m. to 10:00 p.m.

Don't miss the 13th Annual ASA Midwest
Council **Casino Night** Holiday Party!!

This is an ASA Member's Only event, but
please register and bring your spouse or
significant other, and join us for some
holiday cheer ASA style!!

\$75 per person includes
Hosted Bar, Appetizers, Gaming, &
a Chance to Win Great Prizes!!

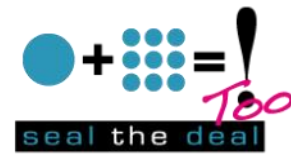
Register www.asamidwest.com
by November 30th

(no shows not canceled by 11.30.18 will be charged)

Again this year we will conduct a food drive to
benefit the **St Louis Area Food Bank**, so
please bring canned goods to donate to this
worthy cause. Last year we collected over 500 lbs.
of food, which provides meals to the area's
neediest families.

*(No complimentary guests in December
as this is a members only event, which replaces
the usual monthly meeting)*

www.asamidwest.com to register online
use your new member login!!



Let's Get Married!

How Sales & Marketing Should Operate Together

Stephanie Woodcock

Seal the Deal Too

When meeting with clients, one important topic is how we, as a marketing team, plan to drive sales, engage the sales team, and better measure our efforts. How do we MARRY sales and marketing? How do we create a long-lasting and meaningful relationship between the two departments that not only increase sales, but also engage the company's internal resources? In many companies, the sales and marketing departments are still only dating and haven't fully committed to each other.

Here's a sample scenario:

Sales pops in to Marketing's office unannounced and asks (pleads):

- Do you have flyer for this product?
- Can you get some brochures for this trade show?
- Can you work up a PowerPoint presentation for a new client meeting I have tomorrow?
- I need 25 of those polo shirts you ordered, like now?

Many times, these unexpected (but welcome) requests are time sensitive and top priorities. So, Marketing gets up from her desk and scrambles around trying to make Sales happy. They put aside their long-term projects and quickly (but lovingly and willingly) try to put a sales package together that doesn't look like it was assembled five minutes ago. There is no real cohesion, strategy, or underlying message between sales and marketing. They haven't said their vows yet.

Another scenario that occurs is when Sales and Marketing haven't even met yet and they are still going about their business single, with no inkling that they need each other. This is actually worse than the former scenario because there is NO marketing message to support the sales effort. Sales is on its own using material that they DID ON THEIR OWN and are basically relying on their skill, talent and likeability to generate business.



marketing message and strategy. Then we need you to help make it happen. We cannot do it without you.

We love you Sales. We love your passion, your tenacity, and your ideas. We want you knocking down our door to get our marketing materials. We want to meet your needs and help you "bring home the bacon." But in order to truly meet those needs, we need a plan. We need you to "put a ring on it" and together we need to commit to a long-term

Relationship is to Sales what Messaging is to Marketing.

Good salespeople know the importance of relationships to sales and long-term success. Good marketers know the importance of messaging and the brand that supports that message.

There is a reason it's called marketing AND sales. They are two different things. Marketing needs to create a message Sales believes in. Sales needs to help convey the message that is reflected in Marketing. In addition, Sales should also have input in what the marketing message is, so that they can reinforce the message. Each department needs buy-in and internal marketing needs to occur to get company-wide buy in. When the system is working correctly, Marketing generates leads and Sales follows up and closes.

With a cohesive email marketing campaign and marketing automation tools, B2B companies can close the gap between marketing and sales by consistently nurturing prospects with helpful content and creative, concise branding. Buyer behaviors are changing. B2B marketers have to communicate with buyers in new ways and create content marketing that answers questions, provides market insight, and is personalized to the customer's role, needs and level of interest.

One major change is that buyers do more research on their own. They investigate solutions on their own and discuss with peers before engaging vendor sales reps. Sales cycles start with the email campaign of the marketing department, and the message is KEY. The marketing team is tasked with developing a message and content that ***educates while it sells.***

Too many times, marketers use existing content to power lead-nurturing campaigns but find that the content consists mainly of product brochures, technical white papers, and press releases. Pushing this kind of technical content that does not have an underlying message pushes prospective clients away. Buyers have a low tolerance for commercial messages that SELL FIRST. The key is to ENGAGE buyers with a creative, cohesive message before selling your wares.

Marketers need to create a relationship, just like sales, between their brand and the leads they want to nurture. They need to create email campaigns that entice the clients to open and click-through for more information. New, educational content for these marketing campaigns can be culled through resources within the company. Sales, engineers, estimators, and customer service personnel can add valuable, raw content for marketing to craft into a cohesive message.

Once the brand and message has been established, sales can use this as a starting point, engage these nurtured leads, and continue the relationship and sales cycle. One needs the other. Neither sales nor marketing should be operating alone. When married, the "whole is greater than the sum of its parts." When marketing and sales are working towards the same goal, that synergy drives motivation, company culture, and sales. It also increases more than the bottom line. It creates a culture of customer service, client relationship, and client loyalty. The marriage of both departments proves that while every company needs sales to drive revenue, they need marketing TOO!



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

SCHOLARSHIP APPLICATIONS ACCEPTED UNTIL JANUARY 31, 2019

visit www.asamidwest.com to download an application today!

THANK YOU

to the MEMBER COMPANIES that attended the September monthly meeting:

Affton Fabricating & Welding	Duct Systems, Inc.	Jarrell Mechanical Contracting	Onsite Companies
Ahern Fire Protection	Equipment Share	Johnson Controls	Sachs Electric Company
Architectural Sheet Metal	Event Productions	JW Terrill	Schmersahl Treloar & Co
Aschinger Electric Co.	Fabick Rents	Lawrence Fabric & Metal	Seal the Deal Too
Bangert Computer Syst.	Foundation Supportworks	Lindberg Waterproofing, Inc.	SFW Partners, LLC
BAZAN Painting Co.	George McDonnell & Sons	Linek Plumbing Company	Smash It
Bell Electrical Contractors	Golterman & Sabo	Lizmark	Swanson Masonry, Inc.
Boyer Fire Protection	Grant Contracting Company	Marketeer, Inc.	TJ Wies Contracting, Inc.
CliftonLarsonAllen	ideas4promos	Meyer Painting Co.	Wies Drywall & Construction
Common Sense Solutions	JD Kutter	Midwest Elevator	

Upcoming ASA Midwest Council Meetings & Events



- | | |
|---------------------------|--|
| <i>November 14</i> | <i>ASA/SITE/APWA Joint Networking Event
TopGolf-Looking for Bar Sponsors!</i> |
| <i>December 5</i> | <i>ASA Midwest Council Casino Night Holiday Party
Syberg's on Dorsett-Members Only + Spouses or Significant Others</i> |
| <i>January 30</i> | <i>Meet the GC's Expo
St. Charles Convention Center</i> |
| <i>February 20</i> | <i>Monthly Membership DINNER Meeting
Syberg's on Dorsett</i> |
| <i>March 20</i> | <i>Monthly Membership LUNCH Meeting
Syberg's on Dorsett</i> |

VISIT WWW.ASAMIDWEST.COM TO REGISTER FOR ANY OF THE ABOVE EVENTS!
Event registration now requires member login, which was emailed in mid October!



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

BUILDING. COMMUNITY.

MEET THE GC'S EXPO

Hosted by the American Subcontractors Association - Midwest Council



Wednesday, January 30, 2019

St. Charles Convention Center



3:00 - 4:30 p.m. | ASA Member Early Access

4:30 - 7:00 p.m. | All Attendees Welcome

\$65 ASA Members | \$95 Non-ASA Members

After January 23rd deadline - \$95 Members \$125 Non Members

Advance reservations required. Visit www.asamidwest.com to register by January 23, 2019.

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

**REGISTRATION COMING SOON ON OUR NEW WEBSITE!
MEMBER LOGIN REQUIRED FOR MEMBER PRICING!**

If you do not have your login credentials that were sent via email
visit www.asamidwest.com and go to member login & select “forgot your password”
You will be sent an email to reset your password to login-check your spam folder!

The ASA Midwest Council's 31st Annual Golf Tournament is a Big Success, What a Great Day with 222 Golfers Participating!

Members of the construction community gathered at Whitmoor Country Club on Monday, October 1st, and enjoyed 18 holes of golf, on an unseasonably warm October afternoon. While enjoying the day, we raised funds for ASA's own **Tom Owens Memorial Scholarship**, which provides funds to young adults, to continue their education beyond high school. Thank you to all of our sponsors and golfers for supporting ASA's efforts! [Save the date for next year-Monday, Oct 7, 2019 at Whitmoor Country Club!](#)

WINNING FOURSOMES INCLUDED:

CHAMPIONSHIP FLIGHT

Michael Wiedemeier
Blake Messer
Mitch Tutledge
Peter Harlan

A FLIGHT:

Darrell Case
John Virtudazo
Jim Eyre
Greg Harrop

B FLIGHT

Darren Talley
John Kuchar
David Kedney
David Denney



After the dust settled from the annual veto session and subsequent special legislative session, things in Jefferson City have been relatively quiet. Candidates and legislators have spent their time since mid-September campaigning for various races and ballot initiatives across the state.

There are several hot issues that will be on the ballot in November. Leading these issues is Proposition D. Prop D, if passed, would raise fuel taxes in the state by ten cents per gallon phased in over a four-year period. Money raised will help to fund desperately needed road and bridge projects. Governor Mike Parson and Lt. Governor Mike Kehoe have been leading an aggressive campaign across the state to boost support for the initiative. Six state senators and over forty state representatives have also publicly signaled their endorsement.

During October, SaferMO, which is the organization advocating passage of Prop D, has held multiple events in Kansas City, Springfield, Joplin, Hannibal, Columbia, Kirksville, Sedalia, Chillicothe, and Odessa, as well as stops at numerous other locations across the state. These meetings have been held in conjunction with MoDOT. Local community leaders, local Chambers of Commerce, as well as members of the public have shown up in large number to support Prop D at these events.

SaferMO also has an aggressive fundraising effort in place to secure the dollars needed to raise public awareness for Prop D through television, radio, newspaper and other media. Over \$2.5 million has been raised thus far.

Several other items of interest are on the November ballot as well. Proposition B would raise the state's minimum wage from \$7.85 per hour to \$12 per hour once fully implemented. If passed, there would be an immediate increase of nearly ten percent followed by an automatic escalation raising it approximately ten percent per year for the next four years. Several statewide organizations have signaled their opposition to Prop B including the Missouri Chamber of Commerce and the Missouri Farm Bureau.

Amendment 1, or the so-called "Clean Missouri" ballot initiative, will also be before voters in November. The measure covers many topics. Such topics include: new restrictions on lobbyist gifts to legislators mandating that any employee of the General Assembly, not just legislators, must wait two years after leaving employment before becoming a lobbyist; establishes new limits on campaign donations; and expands the realm of legislative records covered under the Sunshine Law.

Additionally, the way district boundaries are drawn for congressional seats, state Senate and state House seats would drastically change under Amendment 1. District boundaries are redrawn after each census to reflect shifts in population. Currently maps are drawn by a bi-partisan panel appointed by the Governor. If passed, the new proposal would put the responsibility on a new state demographer selected by the State Auditor.

The final item of interest deals with medical marijuana. Three separate proposals, Amendment 2, Amendment 3, and Proposition C will all appear on the ballot and all three seek to legalize the use of medical marijuana in Missouri. Each is slightly different in how marijuana would be regulated.

One of the most closely watched political races across the country is located here in Missouri as the US Senate race between Attorney General Josh Hawley and incumbent Senator Claire McCaskill. Polling throughout the race shows neither candidate has ever held more than a four-point lead. The pair continue to slug it out with hard hitting commercials and contentious debates. All political observers are putting this race in the "too close to call" category.

Finally, making news this month is a ruling by Cole County Judge Richard Callahan on Missouri's Voter ID law. Priorities USA, a group which advocates for voting rights, had sued the state claiming the law passed in 2016 placed an undue burden on voters. Callahan found that the law is constitutional, with one exception. That exception hinged on voters being required to present a photo identification card, as opposed to other forms of identification. In his ruling, Callahan wrote, "No compelling state interest is severed by misleading local election authorities and voters into believing a photo ID card is a requirement for voting. As desirable as a Missouri-issued photo ID might be, unlike an American Express Card, you may leave home without it, at least on Election Day." Secretary of State Jay Ashcroft has signaled he will appeal the ruling by Callahan.

As the November 6 election is quickly approaching, senators and representatives, along with hopeful first-timers, are back at home actively campaigning to earn the right to represent their respective districts. Half of the 34 Senate seats are up for election, as are all of the 163 seats in the House of Representatives. Term limits will impact many of these seats, meaning a number of newcomers will be seated in the House and Senate chambers when session begins again in January. We will continue to keep you updated on political happenings in Jefferson City and across the state. Nikki Strong, Strong Consultants.

ASA Midwest Council Members

Acoustical Ceilings, Inc.
Affton Fabricating & Welding
Ahern Fire Protection
AME Constructors
American Burglary & Fire, Inc.
American Steel Fabrication, Inc.
Aqueduct Plumbing LLC
Architectural Sheet Metal Systems
Archview Metal Systems Co.
Aschinger Electric
Aspen Waste Systems
Autco Appliances
Automatic Controls Equipment
Bangert Computer Systems
Bazan Painting Company
Bell Electrical Contractors
Benson Electric Company
Bick Group
Big Boy's Steel Erection
Bi-State Fire Protection Corp.
Bi-State Utilities Company
Bloomsdale Excavating Co.
Boyer Fire Protection
Building Point Mid-America
C.E. Bollmeier Company, Inc.
C. E. Jarrell Contracting
CK Power
CMIT Solutions
CNA Surety
CSA Advisors LLC
Cardinal Environmental Operations
Cee Kay Supply
Century Fire Sprinklers, Inc.
CliftonLarsonAllen, LLP
Collins & Hermann
Common Sense Solutions
Corrigan Company
Doll Services and Engineering
Drilling Service Company
Duct Systems
Dynamic Controls, Inc.
ELCO Chevrolet Cadillac
Enterprise Bank & Trust
Equipment Share
Event Productions, Inc.
Fabick CAT
Fenix Construction Co. of STL
Flooring Systems, Inc.
Foreman Fabricators
Foundation Supportworks by Woods
Freeman Contracting
Frost Supply
GadellNet Technology Solutions

Gateway Land Services
Galloway, Johnson, Tompkins,
Burr & Smith
GBI, Inc.
George McDonnell & Sons
Golterman & Sabo
Grant Contracting
Guarantee Electrical
H & G Sales, Inc.
HM Risk
Haberberger, Inc.
Hanenkamp Electric
Hansen's Tree, Lawn & Landscaping
Hayden Wrecking
Heitkamp Masonry
Herc Rentals
Hoette Concrete
Hunt Vac Services
Ideas4Promos
Integrated Facility Services
Irwin Products
JD Kutter
J.F. Electric
J.W. Terrill
John J. Smith Masonry
Johnson Controls
Jos. Ward Painting Co.
K & K Supply, Inc.
Kaemmerlen Electric
Kaiser Electric
KAM's Mechanical LLC
Kay Bee Electric
Kent Companies LLC
Kirberg Company
Kirby-Smith Machinery, Inc.
Knapheide Truck Equipment
Landesign LLC
Lawrence Fabric & Metal Structures
Leach Painting Company
Liberty Mutual Surety
Lindberg Waterproofing
Linek Plumbing Co.
Lizmark
Luby Equipment Services
Marketeer, Inc.
Martin Fence, LLC
Meyer Painting Co.
Midwest Elevator
Midwest Construction Services & Products
Montgomery Bank
Murphy Company
Negwer Door Systems
Niehaus Building Services

Nu Way
O.J. Laughlin Plumbing Co.
On Site Companies, Inc.
P & A Drywall Supply
P.M. Leach Painting Co.
Parkway Construction Services
Patterson's Hospitality Agents LLC
PayneCrest Electric
Pearl Street Electric, LLC
Pirtek Fenton
PPG Paints
Precision Analysis, Inc.
Professional Installers
Professional Metal Works, LLC
QualSafe Solutions
RAI Insurance Group
R.F. Meeh Co.
RJP Electric
RM Supply
Raineri Building Materials
Ravensberg, Inc.
Rebar Specialists Installation
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.
Schmersahl Treloar & Co.
Schowalter & Jabouri, P.C.
Seal the Deal Too
Seiler Instruments
SFW Partners, LLC
The Sherwin-Williams Co.
Signature Craft
Sikich LLP
Smash-It
St. Louis-KC Carpenters Reg Council
Stylemaster Apparel, Inc.
Sunbelt Rentals
Swanson Masonry, Inc.
T.J. Wies Contracting
Taylor Excavating
Team Industrial Services
Tradesmen International
TROCO Custom Fabrication
UHY LLP
United Rentals
Vee-Jay Cement Contracting
Wies Drywall and Construction
Zurich Surety

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. Interested in joining a committee? Contact Susan Winkelmann, ASA Executive Director- susan@asamidwest.com or 314.845.0855

MEMBERSHIP

Welcome to our newest
ASA Midwest Council Members:

Aqueduct Plumbing LLC
Kent Companies
PPG Paints

Do you know of a company that would benefit from being part of ASA Midwest Council? If so, Contact membership co-chairs Chris O'Hagan- chris@jdkutter.com or Matt Tucker- mtucker@afwc.com, with any prospective new members. The membership committee will follow up with your contacts, and invite them to the next ASA monthly meeting, as our guest.

CONTRACT REVIEW

TARIFFS: If you may face the prospect of unknown price escalation due to the uncertainty of tariffs, consider inserting a provision protecting against excessive price increases. Sample language how to protect your bid and subcontract prices is included in ASA's standard addendum. If you have questions regarding the contract review service, contact committee chair, Dick Stockenberg, Sandberg Phoenix, von Gontard rstockenberg@sandbergphoenix.com.

SAFETY

The safety committee meets the fourth Thursday of the month at 4:00pm. The location is Fallons Bar & Grill 9200 Olive Blvd. Olivette, Mo. 63132. We are growing as a committee, but are always looking for more members. Please consider sending someone from your staff to join our committee. Safety Pays! Due to everybody's busy schedule please call to confirm we are meeting that month. Call Rose Kastrup at 417 761-4194 for more information about the Safety Committee.

PROGRAMS

The ASA Programs Committee is currently planning for 2019! Do you have suggestions as to what type of programs ASA can offer, to help your business grow? We are looking for new committee members to join the Programs Committee, so if you have suggestions, or are interested in joining the Programs Committee, contact Programs Committee co-chairs Chris O'Hagan, chris@jdkutter.com OR Steve Albart, salbart@enterprisebank.com

2018 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 2019, March 6–9, 2019, in Nashville, Tennessee.

Online Resources:

- Watch the Video.
- Download the 2018 ASA Certificate of Excellence in Ethics Brochure.
- Download the 2018 ASA Certificate of Excellence in Ethics Application.
- ASA provides useful model documents to help with your submission and your ethics program. View the 2018 ASA Certificate of Excellence in Ethics Resource Guide.
- Download the 2018 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 '2017 ASA Excellence in Ethics Award' may re-apply for the 2018 ASA Certificate of Excellence in Ethics using the Re-Certification Form.



APPLICATION DEADLINE: **DECEMBER 7, 2018**



SAVE THE DATE

2019 | **SUBExcel**
ASA - We Build Excellence

March 6-9, 2019 | Nashville, Tennessee

www.subexcel.com

Be Proactive in Workplace Injury Policies

**Rose Kastrup
CSA Advisors, LLC**



As an employer, you are responsible for the employees that work at your company. Employee safety and health is one responsibility that should always be at the forefront of your operation. While you cannot prevent all incidents and injuries from occurring, you can control how you respond after an injury takes place. When an employee is injured while working, there are a lot of items an employer needs to remember. Being proactive and having programs and processes in place makes handling these situations much easier.

Be Proactive:

Have a written work place injury policy in place which outlines Medical Treatment Procedures, Injury Reporting Requirements, Post-Accident Drug and Alcohol Testing Policies and Return to Work Programs. Communicate this policy to all managers, supervisors and employees. Document the receipt of the policy with a signature page signed by all associates.

Tips when handling a work place injury:

Getting Medical Treatment:

The very first thing you must do is seek medical attention. *While it's natural for your mind to immediately jump to the financial repercussions of an on-the-job injury, you cannot worry about those issues now. A failure to provide your employee with immediate medical attention not only negatively impacts the employee, but it could also prove to be legally damning in the future.*

- Call 911 if the injury appears to be serious. Even if the injury doesn't require emergency attention, you should highly encourage the employee to get medical care as soon as possible.
- Direct the employee as to what provider to use for treatment: In the state of MO, the employer has the right to direct treatment for their injured employees.
- Have a designated Work Comp provider (doctor) in place and know ahead of time what the steps are to send them there. - this is important because you want to have providers who are familiar with work comp and especially Return to Work Programs.
- Facilities like walk in clinics or Urgent Care clinics who don't specialize in Work Comp. could end up complicating the claim and dragging them out.
- Inform your employees that if they seek treatment on their own, they could be responsible for the costs associated with those unauthorized visits.

File a Report:

Require the injured employee to report any injury to the company right away.

After the employee has been given appropriate medical attention and care, it's time to think about your obligations and protocol as an employer. "Injured employees have the right to file a claim and it's your duty to provide them with a claim form, should they ask for one. If they do choose to pursue a claim, you'll need to report the injury to your workers' compensation insurance company." Typically, you'll be required to file what's known as a First Report of Injury or Illness. In addition to filing any required documentation, you'll also want to record any information pertaining to the accident, talk with employees who witnessed the injury, write down your own thoughts, record statements, and take pictures. Keep this information in your records.

Get them back to work:

Implement a very strong Return to Work program.

Once an employee is taken off work, it can be very hard to get them back to work. A return to work program helps them stay in touch with the employer. It is very important to convey to the doctor that the employer can and will accommodate light duty restrictions. This is important on a couple fronts,

1. it keeps the costs down, as the employee is continuing to work, and the employer is not accruing lost time on their claim.
2. it keeps the employee up and active and keeps them a part of the work force, which makes it easier for them to come back to full time status.

Prevent Future Workplace Injuries

As previously mentioned, it's impossible to prevent all workplace injuries. If you're in business long enough, you'll inevitably face a situation where someone is hurt on the job. However, you can reduce the risk of serious injuries by taking some responsible steps, including the following:

Screen new hires.

Invest in education.

Provide adequate resources.

Regularly inspect and monitor.

Be a Responsible Employer

Injuries happen, but it's how you respond that will dictate the outcome.

WE ARE LOOKING FOR SPONSORS FOR OUR UPCOMING
JOINT MEETING WITH SITE & APWA @ TOPGOLF
ONLY \$300-CONTACT SUSAN@ASAMIDWEST.COM ASAP IF INTERESTED

AQUEDUCT PLUMBING LLC

KENT COMPANIES LLC

PPG PAINTS

*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*

Join a committee today.

Membership

(Chris O'Hagan/Matt Tucker)

Programs

(Chris O'Hagan/Steve Albart)

Golf (Jennifer Church)

Advocacy (Tim Thomas)

Awards Gala

(Molly Spowal /Rick Swanson)

Construction Showcase & BBQ

(Amy Heeger/Rick Williams)

GC Expo

(Walter Bazan, Jr. /Tim Thomas)

Safety

(Rose Kastrup/Steve Williams)

Brand Development

(Stephanie Woodcock)

Contract Review

(Dick Stockenberg)

Contact a committee chair today, to join a committee!



WOMEN OF ASA WE NEED YOU!!

**WE ARE FORMING A WOMEN'S PEER GROUP
AND NEED ALL WOMEN OF ASA TO JOIN US!
WATCH YOUR EMAIL FOR
DETAILS COMING SOON!**

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 \$420/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



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

