

NOVEMBER 2019

NOVEMBER

November 20 –SOLD OUT
Monthly LUNCH Meeting
Paric Corporation

DECEMBER

December 4
CASINO NIGHT
HOLIDAY PARTY
Syberg's on Dorsett

JANUARY

January 15
BPI in a Box Lunch
Syberg's on Dorsett

January 29
Meet the GC's Expo
St. Charles Convention Ctr.

FEBRUARY

February 19
Monthly DINNER Meeting
Syberg's on Dorsett

MARCH

March 4-7
SubExcel Convention
Las Vegas

March 28
ASA MWC Awards Gala
The Four Seasons Hotel STL

For a full list of all
ASA Midwest Council events
visit www.asamidwest.com

Thank you to all that attended the Annual Fall Retreat / Strategic Planning meeting. The dedication of those board members, past presidents, committee members and executive director is beyond reproach and again I thank you. While many ideas were discussed, one issue continues to dominate the discussions at that meeting. The lack of younger involved members of this organization. The lack of youth is not unique to ASA, and likely is an issue at your company or with other organizations you are a member. That's not to say there are no younger involved members, there clearly are some shining stars about, but the reality is there simply are not enough. Like most any problem there is a solution. That solution starts with every membership company and that company's employees. There are likely younger people at your company. Get them Involved! The education, networking, and peer to peer experiences cannot be matched.

The golf tournament on October 7th was a great hit. We had 200 golfers this year! Another great success and thanks to all on the golf committee for the hard work, and excellent results. It was really a fun day and evening, filled with great friends and a smooth operation. (and a great ballgame!)

As the holiday's approach and the chill sets in, ASA has a lot of great events coming to keep you moving and involved. November 20th we are holding a monthly lunch meeting. Thank you to Paric Corporation for the gracious offer to host that meeting at their office.

December 4th we will hold the annual Casino Night at Syberg's on Dorsett. It truly is just a night to blow off steam, hang out with friends and have fun. It is a great way to kick off the holiday season, so don't miss it. Spouses and significant others are welcome, so make sure to register and bring someone along that night!

January 9th, 2020 the Tom Owens Scholarship Cigar Fundraiser will be held at the Missouri Athletic Club Downtown. Featuring a fantastic spread of hors d'oeuvres, cocktails and yes Cigars! All proceeds benefit the scholarship fund, so register today!

Finally, with the new year comes the Meet the GC's Expo at the St. Charles Convention Center on January 29th. So, make your plans now, you don't want to miss this one. ASA members get early access for the first 1 ½ hour member only time of the event. So, get registered and be sure to sign up your younger group as well!

Tom Henson,
Affton Fabricating & Welding Co., Inc.
President, ASA Midwest Council
thenson@afwc.com

CASINO NIGHT
Syberg's on Dorsett
2430 Old Dorsett Rd
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.

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**

ASA Midwest Council has been Building. Community. Since 1967!

ASA'S 14th ANNUAL
CASINO NIGHT

Members Only Holiday Party

Wednesday, December 4th 2019
Syberg's on Dorsett
6:30 p.m. to 10:00 p.m.

KICK OFF THE HOLIDAYS
WITH ASA!



*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, Heavy Appetizers,
Gaming, & a Chance to Win
Great Prizes!

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
most neediest families!

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

**Register at www.asamidwest.com
by November 29th!**

*(no shows not canceled by 11.29.19.
will be charged per ASA cancellation
policy. No refund, but you may always
send someone in your place!)*

MARK YOUR CALENDAR
REGISTRATION IS AVAILABLE!

MEET THE GC'S EXPO

Wednesday, January 29, 2020
3:00 to 7:00 p.m.

Kick off 2020 with ASA, and make plans to join us
for the **18th Annual Meet the GC's Expo!**

*THE ASA MEET THE GC'S EXPO IS THE PERFECT
OPPORTUNITY TO MEET WITH AND BUILD RELATIONSHIPS
WITH MULTIPLE REPRESENTATIVES FROM OVER
35 OF THE PREMIER STL AREA GENERAL CONTRACTORS!*

Wednesday, January 29th, 2020 at the
St. Charles Convention Center-*new this year, we
will be in the lower level convention area! More
convenient to parking & more networking room for
everyone in the new space!*

REMINDER!

As an ASA Midwest Council Member
you have early access to the GC Exhibitors!

MEMBER ONLY ACCESS-3:00 to 4:30 p.m.
ALL REGISTERED ATTENDEES-4:30 to 7:00 p.m.

ST. CHARLES CONVENTION CENTER

1 Convention Center Plaza
St. Charles, MO 63303

Registration includes hosted bar & appetizers
ASA Members \$65 (after 1.22.20-\$80)
NON Members \$95 (after 1.22.20-\$110)

**Register online-www.asamidwest.com
by Wednesday, January 22, 2020**

**(Members must have website login to receive
the ASA member rate. If you do not login you
will be charged the non member rate!)**

**If you need your login send an email to:
susan@asamidwest.com**

*(Attendees not cancelled by 1.22.20. will be
charged per ASA cancellation policy. No refund after
1.22.20., but you may always send someone in your place
if you are unable to attend.)*

How to Turn Referrals into New Business: Let Marketing Tell Your Story

Stephanie Woodcock
Seal the Deal Too



As an architectural, engineering, or construction (A/E/C) company, how do you acquire business? Some common answers I've heard are "trust, longevity, relationship, price, expertise and quality."

I've also heard the following: "I don't need marketing, because most of our business comes from referrals." In fact, if I had a nickel for every time, I heard this, I would be at least a few dollars richer. But, the nature of A/E/C company referrals has changed and has significant implications on a B2B marketing strategy.

According to a study conducted by a large marketing firm who surveyed professional services companies, "Over 81.5% of these B2B companies have received a referral from someone who was NOT a client."*

There are three types of referral business:

- ✓ Experience-based referrals
- ✓ Reputation-based referrals
- ✓ Expertise-based referrals

Most A/E/C companies are familiar with experience-based referrals. This type comes from direct business such as clients and professional partners. The vast majority of referrals, however, come from people you don't know. They either recommend your company because they know your area of expertise or they know you by reputation and know someone who has heard of you.

The key is to capture more of these last two groups of NON-Client referrals with a strong marketing strategy. In the A/E/C industry, 20 solid relationships will get you farther than 1,000 contacts. Why risk the possibility of not gaining a top-ten customer because of lack of foresight in your marketing strategy? If 81.5% of our referrals are people who have not been clients, we need marketing materials, brand presence and a digital identity to get their attention.

How do we convert referrals to new business?

According to this B2B company study: "51.9% of respondents ruled out referrals before they even spoke with the firm in question." While there is a detailed list of reasons the prospect dismissed the referral, the top reason, cited by 43.6% of respondents, was a lack of clarity about the provider's services, expertise or capabilities. Other top reasons referenced inadequate marketing materials, insufficient clarity or overemphasis on selling rather than education.

We need to build a brand so our reputation, expertise and longevity is easily recognizable and synonymous with quality and trust. Doing this will turn referrals into opportunities.

But having an unimpressive website or a confusing message can kill the referral before we even realized it happened.

From my experience and all the bells and whistles available through marketing agencies, here are my top FOUR marketing strategies for B2B companies in the A/E/C space:

1.) Content Marketing

Become the expert. Write blogs and newsletter articles. Speak at events. Attend association events. Set yourself up as the authority in your specialized field and watch the referral business come in. Get the word out through press releases, email marketing, social media, event marketing and association involvement.

This is how you help build "reputation referrals." By using content marketing in conjunction with the rest of the tactics in this list, you can build a brand with a widespread reputation for your specialty and a greater understanding of your expertise.

2.) Consistent Website Presence and Marketing

Gone are the days that your website can be a "brochure website." 80% of buyers look at company's website to check them out. New people are looking at your site for credibility factors, to see what you do, to find you through search tools, etc. They want to find new content, a responsive website that answers their questions, is user friendly and stays up-to-date. They want to know: "What is my problem and what is my solution?" - in a simple, concise way.

3.) Creative Branding Strategy

Beyond your digital presence and white papers, you need ongoing creative branding and marketing campaigns that resonate with the customer base. This is the fun part of marketing (and my favorite part). Introduce a new campaign for the holidays, or an anniversary, or the summer, or just for fun around a theme that your customer base will appreciate. You need brand recognition! But, you also need to make it fun.

Increase your company's visibility through campaigns that appreciate the customer and highlights an expertise. This should be an endless stream of new ideas that the marketing team can choose from and implement. We need to keep our message consistent but interesting!

4.) Get Face-to-Face

Establishing a robust marketing strategy and digital presence does not mean we can vanish from being face-to-face with our customer base. Owners, decision makers and brand ambassadors need to be at industry events, representing their brand, "pressing the flesh" and giving a face to the "great reputation" that is getting you all those referrals. Your new business opportunities will grow exponentially by being at a networking event and sharing industry knowledge.

The great companies that really stand the test of time and stand out to their customers are the ones who *learn to tell their story*. The opportunity lies in how this story is told. Though sometimes thought as an overused word, "marketing" helps tell the story. It outlines the specialties, expertise and reputation a company has in a creative way that resonates with customers and prospects. This message helps clarify why a company is great and not just good and gives substance to the words: Trust, Expertise, and Quality. It's worth a nickel or two.

* Source: <https://hingemarketing.com/library/article/referral-marketing-for-professional-services-firms>

Auto Trim Restyling is an Automotive Restyler and Upfitter located in Ballwin, Missouri. Founded in 2006, owner Kevin McGowan fell in love with the business after starting with the company as a salesman in the year 2000 (then known as Auto Trim Design).



Auto Trim specializes in upfitting cars and trucks with various accessories for St. Louis area car dealerships, such as leather interiors, sunroofs, safety equipment, electronics, performance films, wheels and tires, and much more. In 2017 Auto Trim added Commercial Truck and Van accessories to its arsenal of products and started catering to commercial vehicle salespeople at car dealerships.

Auto Trim helps small businesses and dealers by adding commercial accessories such as bin packages and ladder racks, and much more. Because Kevin started out his automotive career selling Commercial trucks for Weber Chevrolet back in 1994, he has always had a side of him that wanted to move Auto Trim to the Commercial side of the business.

Auto Trim has set itself apart in the St. Louis automotive business because of its strong focus on quality installations. Kevin has always believed that the greatest asset to the company is his employees, and his investment in them is something the employees appreciate and respect. Because of this, Auto Trim's ASE and SEMA accreditations have truly set them apart in Automotive Aftermarket in the St. Louis market.

For more information, contact:

Michael McGowan
Sales and Marketing
314-795-9635
www.ATRSTL.com

THANK YOU

to the MEMBER COMPANIES that attended the SEPTEMBER Monthly Meeting

Affton Fabricating & Welding
American Burglary & Fire
Aschinger Electric Co.
Aspen Waste Systems
Bangert Computer Systems
BAZAN Painting Co.
Bell Electrical
Bi-State Utilities
Brown Smith Wallace LLP

CarsonAllaria Wealth Mgmt.
Drilling Service Co.
Enterprise Bank & Trust
Golterman & Sabo
Grant Masonry
ideas4promos
J.D. Kutter
Jarrell Mechanical Contractors
Luby Equipment Services

Nu Way
P & Drywall Supply
Pac Van
Pipe and Duct Systems
Plumbing & Planning Corp.
Precision Analysis, Inc.
Professional Installers
Sachs Electric Co.

Sandberg Phoenix
SFW Partners, LLC
Signature Craft
Sikich LLP
TJ Wies Contracting, Inc.
UHY Advisors
United Rentals
Vee Jay Cement

Upcoming ASA Midwest Council Meetings & Events



- | | |
|--------------------|---|
| November 20 | Monthly Membership LUNCH Meeting-<i>SOLD OUT</i>
<i>Paric 's HQ</i> |
| December 4 | Casino Night-Member Holiday Party
<i>Syberg's on Dorsett</i> |
| January 15 | BPI in a Box Lunch-Subcontractor & Supplier Members Only
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| January 29 | Meet the GC's Expo
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| March 4-7 | ASA SubExcel Convention
<i>Las Vegas</i> |
| March 28 | ASA Midwest Council's Awards Gala
<i>The Four Season Hotel</i> |

VISIT WWW.ASAMIDWEST.COM TO REGISTER FOR ANY OF THE ABOVE EVENTS!
Event registration now requires member login, contact susan@asamidwest.com with questions!

*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 29, 2020

St. Charles Convention Center



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

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

Advance Registration Required.

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

After January 22nd deadline | Members \$80 | Non-Members \$110

Visit www.asamidwest.com to register by January 22, 2020

For More Information contact susan@asamidwest.com or 314.845.0855

REGISTRATION NOW AVAILABLE

**ASA Members must use login to receive
\$65 member price!**

www.asamidwest.com

Learn about the changes made to the design, safe-use and training suite of standards for MEWPs/AWPs and how United Academy can help ensure you are in compliance.

ANSI A92 Standard Update



THIS TRAINING IS OSHA REQUIRED!

**Your employees who operate booms or scissors
must have this updated training in order to be compliant with
OSHA rules & regulations for the safe operation of aerial equipment.**

United Rentals offers the training your field personnel need, in over **50** categories!

AVOID OSHA FINES!

GET YOUR EMPLOYEES TRAINED BEFORE THE DEADLINE!

Training Dates Still Available

Contact United Rentals West Division Safety Trainer-Branden Bell

314.281.1947 or bbell3@ur.com

Train your people through either blended learning or classroom style

MENTION THIS AD & RECEIVE 10% OFF

The halls of the Capitol have been quiet since the close of veto session last month, but legislators and staff members are busy behind the scenes drafting legislation and gearing up for the next legislative session. There have also been several committee hearings in Jefferson City and other areas of the state, most notably the House Special Committee on Oversight of Local Taxation.

The committee was formed to study the marked increases recently in property value assessments, particularly in St. Louis County and Jackson County. The committee was also tasked with looking at local sales tax rates as well as the potential implementation of internet sales taxes. Many residents and businesses have seen their property assessments skyrocket, leading to thousands of appeals on both sides of the state. Testimony was heard during the hearings from property owners, as well as the St. Louis and Jackson County Assessors. While no clear-cut solutions were discussed during the hearings, we expect several bills to be filed next session dealing with the above issues.

General Assembly members and Executive branch office holders are also busy in campaign mode, holding fundraisers in hopes of showing strong financial numbers to ward off potential challengers when filing for office begins early next year. According to the latest Missouri Ethics Commission filings, Governor Mike Parson continues to hold a commanding lead in cash on hand over Auditor Nicole Galloway, his Democrat challenger. Galloway reported \$540,315 cash on hand, compared to \$1,256,703 for Parson. Galloway however, outraised Parson in the last quarter as she attempts to close the gap.

Two other candidates have announced their intention to replace Parson as well. Fellow Republican Jim Neely, who is a current state representative from Clinton county, has thrown his hat in the ring setting up a primary showdown between the two. It doesn't appear as though Neely is a serious threat to Parson as he only raised \$96 last quarter. Libertarian Rik Combs has also started his campaign for the top spot on the ticket. Combs is from Jefferson City and had previously run unsuccessfully for the District 59 state representative seat, running then as a Republican.

In a closely watched race in House District 99, Republican Lee Ann Pitman is squaring off against Democrat Trish Gunby. The outcome will be decided in a special election to be held on November 5. Jean Evans held the seat previously but resigned after being named Executive Director of the Missouri Republican Party. Most observers think the race is a toss-up at this point, as neither candidate has emerged as the clear frontrunner. The district is in the Manchester area of St. Louis County.

In other news, the unemployment rate in Missouri continues to drop as reflected in the most recent numbers from the Department of Economic Development. Key industries in the state showed a 1.1 percent growth in overall job gains in the last year. The September unemployment report shows the rate at 3.1 percent, which continues to be slightly lower than the national average. The low rate, however, brings the added challenge of employers struggling to find qualified workers. A recent survey showed that 47 percent of employers say there is a shortage of skilled workers. This has led to nearly 90 percent of employers hiring less experienced applicants and then having to bear the added cost to train them once hired. Even with the challenges, one-third of employers say they are planning on adding more jobs in the near future.

We will continue to monitor and keep you updated on political news and happenings in Jefferson City and around the state. We appreciate the opportunity to represent you. Nikki Strong, Strong Consulting Group.

ASA Midwest Council Members

24/7 OnSite Cameras
Acoustical Ceilings, Inc.
Acropolis Technology Group
Advanced Environmental Svcs
Affton Fabricating & Welding
Ahern Fire Protection
AME Constructors
American Burglary & Fire, Inc.
American Steel Fabrication, Inc.
Anders CPAs + Advisors
Aqueduct Plumbing LLC
Architectural Sheet Metal Systems
Archview Metal Systems Co.
Aschinger Electric
Aspen Waste Systems
Autco Appliances
Auto Trim Restyling
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
BluSky Restoration
Boyer Fire Protection
Brown Smith Wallace LLP
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
CarsonAllaria Wealth Management
Cee Kay Supply
Century Fire Sprinklers, Inc.
CliftonLarsonAllen, LLP
Collins & Hermann
Common Sense Solutions
Corrigan Company
Doll Services and Engineering
Drilling Service Company
Dynamic Controls, Inc.
ELCO Chevrolet Cadillac
Enterprise Bank & Trust
Equipment Share
Event Productions, Inc.
Fabick CAT
FBM
Fenix Construction Co. of STL
Flooring Systems, Inc.

Foreman Fabricators
Foundation Supportworks by Woods
Freeman Contracting
Frost Supply
Galloway, Johnson, Tompkins,
Burr & Smith
George McDonnell & Sons
Golterman & Sabo
Grant Contracting
Grasser Electric
Guarantee Electrical
H & G Sales, Inc.
HM Risk
Haberberger, Inc.
Hager Companies
Hanenkamp Electric
Hansen's Tree, Lawn & Landscaping
Hawkins Construction & Flatwork
Hayden Wrecking
Heitkamp Masonry
Hoette Concrete
Ideas4Promos
Imperial Metal Company
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
Montgomery Bank
Mueller Prost
Murphy Company

Negwer Door Systems
Niehaus Building Services
NuWay
O.J. Laughlin Plumbing Co.
On Site Companies, Inc.
P & A Drywall Supply
P.M. Leach Painting Co.
Pac-Van, Inc.
Parkway Construction Services
Patterson's Hospitality Agents LLC
PayneCrest Electric
Pearl Street Electric, LLC
Pirtek Overland
Pipe and Duct Systems
Plumbing Planning Corporation
PPG Paints
Precision Analysis, Inc.
Professional Installers
Professional Metal Works, LLC
R.F. Meeh Co.
RJP Electric
Raineri Building Materials
Ravensberg, Inc.
Rental Supply, Inc.
Rock Hill Mechanical Corp.
RubinBrown LLP
Sachs Electric Company
Safety International, LLC
Sandberg Phoenix
Schaeffer Electric Co., Inc.
Schmersahl Treloar & Co.
Seal the Deal Too
Seiler Instruments
SFW Partners, LLC
The Sherwin-Williams Co.
Show Me Industrial Services, Inc.
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
USI Insurance Services
United Rentals
Vee-Jay Cement Contracting
Wies Drywall and Construction
Worksafe Technologies
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

The ASA Membership Committee is asking for your help. If you know a subcontractor who could benefit from the resources that ASA brings to its members, let us know. The benefits of ASA membership are many and our committee is very focused on adding quality new members. For Additional information contact one of our Membership Committee Co-Chairs Chris O'Hagan, JD Kutter, at (314) 444-4949 or chris@jdkutter.com. Matt Tucker, Affton Fabricating & Welding, at (618)391-0434 or mtucker@afwc.com

SAFETY

DID YOU KNOW?? The ASA MWC Safety Committee provides weekly tool box talks every month, that are FREE for members to download! Just visit the **Safety Page** on the ASA website, which is in the MEMBER ONLY area of the website. Lets be **Always Safety Aware!** For additional information regarding the ASA Safety Committee, or to join the committee, contact our Safety Committee Co-Chairs-Rose Kastrup with CSA Advisors at (417) 761-4194 or Steve Williams with Bell Electrical at (314) 447-9071.

CONTRACT REVIEW

The Committee recommends that you include as a contract document your bid with its exclusions and qualifications to minimize risk that there will be differing ideas about what your exact scope of work is.

DID YOU KNOW? The Committee has reviewed an extensive number of contracts, and maintains a library for the use of our ASA members. There is a list of these contracts in the member only area of the ASA Midwest Council website. Use your login info to access the list, then request a copy of any of these contracts from Susan Winkelmann susan@asamidwest.com

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

PROGRAMS

Our goal is to continue to provide relevant programming to all our members. If you have suggestions for future ASA program topics, please contact either of our Programs Committee Co-Chairs: Chris O'Hagan, chris@jdkutter.com or Steve Albart, salbart@enterprisebank.com



Critical documents updated and added to the ASA National Info Hub! Don't miss out on this exclusive MEMBER ONLY benefit!

We are excited to announce that there are new documents now available in the Resources section of the ASA Info Hub!
Recently added resources include:

Lien and Bond Claims in the 50 States: 2020
Anti-Indemnity Statutes in the 50 States: 2020
Contingent Payment Clauses in the 50 States 2020



The Info Hub is our incredibly robust library of resources available to ASA Members ONLY!
Take advantage of this valuable element of your ASA membership.

Not utilizing the Info Hub? Visit <https://americansubcontractorsassociationnationalasa.growthzoneapp.com/MIC/Login>
Your username will be your **firstname.lastname** and you get to set your own password. Check it out today!

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SAVE THE DATE
MARCH 4-7

2020 | **SUBExcel**
ASA - We Build Excellence





6 Tips for Working Safe in Cold Weather

HOW TO STAY SAFE WHEN THE TEMPERATURE DROPS

Working in cold conditions isn't just uncomfortable, it can be dangerous. Frostbite, numbness, dehydration and hypothermia are real concerns from chilly outdoor weather. If you're working outdoors this winter, be aware of the dangers and stay safe. In this article, we're looking at 6 tips for staying safe in the cold.

1. STAY WELL NOURISHED BY EATING AND DRINKING ENOUGH

Make sure to drink enough fluids, as you dehydrate faster in cold weather conditions. Dehydration causes headaches, dizziness and fatigue, and it's important to stay alert outdoors. Eating enough food during the day, especially fats and carbohydrates, is also important. Your body uses those nutrients as energy to stay warm in cold temperatures.

2. STAY WELL RESTED

Working outdoors can be challenging and increases risks to your safety. Make sure you're getting enough sleep to stay alert on the job when conditions are more dangerous.

3. PLAN BREAKS FROM THE COLD

Just like you need to take breaks from your work throughout the day, your body needs to take breaks from the cold. Plan warm-up times throughout your day to avoid numbness and shivers.

4. STAY DRY

Damp clothing can quickly drop your body temperature. It's more important than ever to stay dry in the cold. Wear a moisture-wicking base layer to draw away sweat as you work. Wear waterproof gear as an outer shell to prevent your under layers from getting wet. Remove any wet clothing immediately.

5. DRESS FOR THE CONDITIONS

Dressing in layers is key, as it not only keeps you warm but allows you to adjust to changing temperatures. Proper gloves, socks and footwear are essential. Choose headwear that keeps your head and ears warm. Balaclavas can also help to warm your neck and warm the air you're breathing.

6. KEEP A COLD WEATHER SAFETY KIT IN YOUR VEHICLE

If you're on the road, make sure to take a cold weather safety kit. A cold weather kit should include emergency blankets, candles, and matches. A candle burning in a vehicle could provide enough warmth to ward off hypothermia for a period. For more ways to get your vehicle ready for winter, see "How to Prepare Your Vehicle for Winter."

Before you work outdoors in cold weather conditions, make sure that you're well prepared. Be aware of the dangers of exposure and follow these tips to make safe choices.

Winter Weather Driving

The roads are a dangerous place on even the nicest day, but in the winter the dangers of driving increase dramatically. According to the Department of Transportation, winter weather conditions are responsible for over 192,000 injuries and 2,200 deaths each year. Outside injury and loss of life, winter weather conditions are responsible for millions of dollars in property damage incidents.

Most of the United States and its population are in an area that receives snow or ice during the winter months. While most of the population has experienced driving in snowy or icy conditions, many individuals do not know how to safely drive in winter weather conditions. The hazards created by winter weather make it hard for even the most experienced drivers to operate a vehicle safely.

Tips for Avoiding a Winter Weather-Related Accident

Monitor weather for any incoming snowstorms or icy conditions and plan your travel around those conditions. Do not put yourself in a situation where you are stuck on a roadside. Do not drive in wintry conditions if possible. Eliminating driving eliminates your chances of being in an accident. Be a defensive driver. Stay clear of other drivers and maintain a safe distance in case you need to brake or turn to avoid an accident. Slow down. Winter weather conditions necessitate having to reduce your speed. Reducing your speed will give you more time to react as well as help to avoid losing control of your vehicle.

Summary

The best way to avoid an accident during the winter months is to avoid driving in dangerous conditions. If you absolutely must drive in bad weather conditions travel main roads that have already been plowed and salted. Notify your supervisor if necessary, to alert him or her you will be late for work due to road conditions. Take your time getting to your destination.

INTERESTED IN SPONSORING AN UPCOMING MEETING?
ONLY \$250-CONTACT [SUSAN@ASAMIDWEST.COM](mailto:susan@asamidwest.com) FOR DETAILS!

NO NEW MEMBERS THIS MONTH

*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)

Education/Programs

(Chris O'Hagan/Steve Albart)

Golf *(Jennifer Church/Steve Cummins)*

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)

Affinity Programs

(Dianne Gibbs/Marty Hooper)

ASA Meeting Sponsorship

Highlight your company at an
ASA Monthly Meeting

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

What do you get for \$250?

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

Contact Susan Winkelmann
susan@asamidwest.com

Sponsorship Rates

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

- Website Rotating \$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



***FOLLOW ASA ON OUR SOCIAL MEDIA!
STAY UP TO DATE ON ALL
ASA MIDWEST COUNCIL EVENTS AND NEWS!***

