

JULY 2020

ALL EVENTS SUBJECT TO CANCELLATION OR POSTPONEMENT!

JULY

July 9

ASA Quick Hits

Virtual Round Table

July 15

Monthly Meeting

Virtual Meeting

July 23

ASA Quick Hits

Virtual Round Table

AUGUST

August 6

ASA Quick Hits

Virtual Round Table

August 19

Monthly DINNER Meeting

Syberg's on Dorsett

SEPTEMBER

September 16

Monthly LUNCH Meeting

Syberg's on Dorsett

OCTOBER

October 5

ASA Golf Tournament

Whitmoor Country Club

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

As I commence my term as President of the Midwest Chapter of ASA, please humor me as I take a trip back to the humble origins of my involvement with this esteemed organization. It was in 1996, upstairs at Jeremiah's in Kirkwood. I was invited to attend the regular membership meeting as a guest of a subcontractor member who we were working with on a project. I recall making many new contacts that evening and listening in on the BPI. My initial impression was that this organization was vibrant and conducted their meeting with a strong sense of purpose. The assembly was also a very social bunch. Working for a small, but quickly emerging electrical contractor at the time, there was plentiful value for me in BPI and the opportunity to network with peer subcontractors. I believe the great worth of these attributes of the chapter remains prevalent almost 25 years later.

For a number of years, as I "grew up" in the business, there were always other people deemed to be the ASA company reps by my employers, and I only sporadically attended the major events sponsored by the chapter. Then seven years ago, I came to work at Sachs Electric where my supervisor, Arlyn Snitker (Sachs VP and Past President of ASA Midwest Chapter) regularly invited me to tag along for ASA meetings and events, and I quickly got immersed. I can honestly say that the benefit I have received from ASA has been directly proportional to my involvement. Since becoming a "regular", I have made many new friendships, established important business contacts and allies, and also learned much from meetings, seminars, and also just from good old conversations with my subcontractor peers.

I just attended my second ASA national convention (aka – SUBExcel) in early March, in Las Vegas, just as COVID-19 was getting ready to start turning the world upside down. Of course, the coronavirus has greatly disrupted the regular flow of business. Then, in late May, the unjust and tragic death of George Floyd sparked a worldwide wave of protests calling for change. Now, looking back at the national convention in March, two of the seminars I attended couldn't have been timelier in preparation for the upcoming upheaval:

Speaker Martha Ann Marley, in her presentation, discussed the three "modes" we encounter during inevitable business cycles: Growth, Maintenance, and Constriction (tightening). She offered some sound advice and made the case for the importance of having a fixed plan already in place for each of these scenarios, as situations can change very quickly. She gave concrete examples of things to do during each cycle. (Then things did change very quickly, didn't they?) By the way, she also just did a webinar for ASA Midwest last month.

Speaker Chris Singleton's presentation, "Overcoming the Unthinkable Adversity and Uniting our Cities", was simply amazing and inspirational. Chris had publicly forgiven a man who killed his mother in the shootings, motivated by racism, at Emmanuel AME Church in South Carolina several years ago. His message was one of unity and race reconciliation, diversity and inclusion, and love over hate. He also spoke on dealing with adversity. He offered a lot of insight and wisdom into our racial relationships, and where some of the problems lie.

I get tired of hearing that these times are "unprecedented". There have been other great pandemics, and unfortunately civil rights protests still have a need in 2020. We probably all know people directly affected. Is it rough? Absolutely. Historical? I believe, yes. Our chapter has seen a lot in its first 50+ years, and it is always here to help our members weather these storms. The board members and committees are working hard, being creative behind the scenes (on Zoom or properly socially distanced, of course) to offer virtual alternatives, and gradually work our way back to in-person gatherings as we can safely do so. We are doing everything we can think of to maintain value for our members with particular focus on challenges currently facing our businesses. Of course, we always welcome your ideas, if they can be of help to you or other members. I look forward to getting together with everyone soon.

I thank our outgoing board members and Immediate Past President, Tom Henson, for your service and exceptional leadership over the past year. Also, we all really need to thank all the committee chairs and committee members, and our Executive Director, Susan Winkelmann, who do the heavy lifting to make our events and meetings smooth, seamless, and so enjoyable.

Richard A. Russell
Sachs Electric
President, ASA Midwest Council
russell@sachscs.com

ALL IN PERSON ASA EVENTS POSTPONED OR CANCELLED UNTIL July 20th 2020
WE WILL CONTINUE TO MONITOR THE SITUATION AND REPORT UPDATES WHEN AVAILABLE. VISIT www.asamidwest.com FOR THE LATEST INFORMATION!

Our goal is to resume in person meeting for our August 19th Monthly Meeting- Stay tuned, and watch your email for updates!

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 MEANS BUSINESS
Membership Benefits-How ASA Helps YOU!

ASA's Legislative involvement on the State and National Level to provide representation of Subcontractors & Suppliers in the Construction Industry in Jefferson City and Washington DC.

Ongoing Work to Improve Laws & Regulations affecting the construction industry

Protecting Your Contract Rights via legislative and contract review activities

Chapter Contract Review Committee with member access to a library of reviewed GC contracts

Business Practices Interchange (BPI) sessions to gain first-hand knowledge of GC's, from peers

Building Your Business & Management Skills thru relevant training and resources provided locally & nationally

Enhancing Your Professional Status with area General Contractors via networking opportunities at Awards Gala, GC Expo, and Golf Tournament.

Networking Opportunities with Subs & Suppliers who Share Your Concerns, and the opportunity to share ideas with peers

Outstanding Educational Seminars, Publications and Materials, to build your professional knowledge of the industry.

Assistance with improved Job Safety & Working Conditions with information and resources provided by ASA Midwest Council Safety Committee

Access to MEMBER ONLY Safety information, including monthly TOOL BOX TALK topics updated each month

Publications on Current Industry Issues from a local, regional, and national perspective keep you informed

ASAdvantage Program & local Affinity Programs to provide member only discounts on important goods and services needed to conduct business efficiently

2020-21
ASA Midwest Council
Officers & Directors
(Terms begin July 1, 2020)

Officers:

President

Rich Russell, Sachs Electric Co.

Vice President

Chris Sauer, T J Wies Contracting

Secretary

Dan Tucker, MC Service

Treasurer

Mark O'Donnell, Schmersahl Treloar & Co.

Immediate Past President

Tom Henson, Affton Fabricating & Welding Co.

Directors:

Steve Cummins, Bell Electrical Contractors

Rose Kastrup, CSA Advisors

Dennis Voss, Golterman & Sabo

Bill Grant, Grant Contracting

Scott Meyer, Meyer Painting Co.

Ryan Spell, Precision Analysis Inc.

Chapter Attorney

***Richard Stockenberg,
Sandberg, Phoenix, & von Gontard***

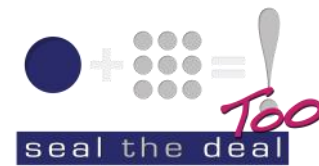
Executive Director

Susan Winkelmann

Virtual is the New Visual

How to Keep your Marketing Simple & Effective in Turbulent Times!

Stephanie Woodcock
Seal the Deal Too



As work continues in the wake of this global crisis and some form of normalcy resumes, there is a new landscape to navigate in our marketing efforts.

Yes, marketing! Did we forget?

I don't blame you. It's easy to forget parts of our overall business strategies when we are currently living out what seems like a real-life apocalyptic movie. With everything changing so fast, it's difficult to track how it affects our marketing, let alone deliver it.

Now that traditional B2B sales efforts, face-to-face meetings, lunch 'n learns, and event marketing are paused, we need to learn the "new normal" of marketing techniques that may be the "new normal" to stay. With everyone going digital, our content and messages can easily turn into "white noise." In addition, we've all been thrown a lot of numbers lately. Here are some important ones:

Marketing 101 During COVID-19 in 2020:

Embrace A Different Kind of Digital Marketing

Now that traditional sales work is restricted, marketing has to fill that space. Whether it's paid search marketing, SEO, electronic email blasts, video content, webinars, press releases or social media engagement, B2B content marketers have the tall order of being both sensitive to current circumstances while also being educational and entertaining.

Good marketers know that in order for people to engage with content, it has to inform, entertain or save them money. Some companies are really capturing the spirit of community and togetherness in this crisis, but many of those companies are B2C. They are used to entertaining the consumer!

In our B2B environment and A/E/C (Architectural, Engineering, Construction) industry, we are more accustomed to informing and educating our customers with crucial project details and in person(!), not delighting customers with our company community and culture. Well now is the time. People need to laugh. They need to feel comradery. Take your brand and company culture to a new level.

Improve Your Online Presence and Inbound Marketing

While your customer may not be googling your location, they may be viewing your website for the first time EVER to get information that they used to get from you in person.

In addition, mobile usership was already rising rapidly before we were all sent home to our smartphones and tablets, with more than 50% of consumers viewing content on their mobile phones. So, by now it's probably at about 100%! That means your online presence needs to look good on a smartphone.

The time is now to upgrade your brochure, static site into a mobile responsive, conversion-focused and lead generating website. Even the smallest companies can have a simple, effective website with engaging copy, strong call-to-action (CTA) buttons, a lead generator to capture email addresses, and an inbound marketing strategy. I'm an advocate of an easy-to-find resource section and FAQ section as well. Give them answers! What a wonderful word in this time of uncertainty – answers! Users are engaging in new content and media channels they don't normally consume. That new content could be your (new) website.

Don't Let Your Brand Die on the Street

While many companies are smartly reducing budgets overall, it's important to keep feeding the upper funnel so that your brand remains top of mind when demand bounces back. The worse thing companies can do is ignore the situation and hibernate their marketing efforts until this is over. Brands still need to deliver value to fill the pipeline for the future.

Here's how:

- *Recognize and address new pain points your customer may have and find new ways to address them.
- *Repurpose existing content to fit the times. Reevaluate creative so that it's sensitive to the current climate.
- *Test new audiences. Think about alternate uses for your service/product that might be relevant right now.
- *Find new ways to connect with people remotely.

If your brand only had street traffic before this crisis (meaning only you were the brand), it's time to create a real digital footprint. Digital marketing and a digital presence are here to stay.

In this "new normal," companies are desperate to connect remotely to maintain and increase their customer base. Virtual is the new visual! The onus is on marketing teams to rise above the mass of digital traffic and be heard. Our job is to pivot our marketing strategies to educate and entertain in a concise, fun way. While there is a fine line between seizing opportunity and being opportunistic, good marketing gains even more traction and interest in these times of crisis. To keep it simple, streamline strategies and create positive messaging. Staying positive, offering assistance and building community are a good way to start.



*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 and support deserving students advance their educational goals!

**For additional information about the Scholarship Fund contact
Chris O'Hagan, J D Kutter chris@jdkutter.com**

www.asamidwest.com

THANK YOU

to the MEMBER COMPANIES that attended our recent monthly meeting!

Affton Fabricating & Welding	Enterprise Bank & Trust	Lawrence Fabric & Metal	Precision Analysis, Inc.
American Steel Fabrication,	Fabick Rents	Structures	RubinBrown LLP
Aschinger Electric	Foreman Fabricators	Lizmark Branded Solutions	Sachs Electric
Bangert Computer Systems	George McDonnell & Sons	Luby Equipment Services	Sandberg Phoenix
Bazan Painting Co.	Golterman & Sabo	Marketeer	Schmersahl Treloar & Co.
BluSky	Guarantee Electrical Co.	MC Service	Seal the Deal Too
Brown Smith Wallace, LLP	Ideas4promos	Montgomery Bank	SFW Partners, LLC
CarsonAllaria	Irwin Products, Inc.	Nu Way	Show Me Industrial Services,
Wealth Management	J.D. Kutter	O.J. Laughlin Plumbing Co.	Sikich, LLP
CK Power	Jarrell Contracting	Pipe and Duct Systems, LLC	Sunbelt Rentals
CSA Advisors	Johnson Controls	Pirtek Overland	T J Wies Contracting
ELCO Chevrolet Cadillac	Knapheide Truck Equipment	Plumbing Planning Corp.	UHY LLP
			Vee-Jay Cement Contracting

Upcoming ASA Midwest Council Meetings & Events



July 9	<i>ASA Quick Hits- Virtual Round Table Discussion</i>
July 15	<i>Monthly Membership Meeting VIRTUAL Meeting</i>
July 23	<i>ASA Quick Hits-Virtual Round Table Discussion</i>
August 6	<i>ASA Quick Hits-Virtual Round Table Discussion</i>
August 19	<i>Monthly Membership DINNER Meeting Syberg's on Dorsett</i>
September 16	<i>Monthly Membership LUNCH Meeting Syberg's on Dorsett</i>
October 5	<i>ASA Midwest Council Golf Tournament Whitmoor Country Club-Subject to Change</i>
December 9	<i>15th Annual Member Only Casino Night Holiday Party Syberg's on Dorsett-Subject to Change</i>

VISIT WWW.ASAMIDWEST.COM TO REGISTER FOR ANY OF THE ABOVE EVENTS!
Event registration 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!***



Please join us for the 33rd Annual

ASA Midwest Council Golf Tournament

October 5, 2020 | Whitmoor Country Club | 11:30 am. Tee Time

Reservations Required • Sponsorships Available



All-Inclusive Registration:

GOLFER GIFT • LUNCH • COURSE GAMES • COURSE BEVERAGES • DINNER • COCKTAIL HOUR

Visit asamidwest.com to register.
susan@asamidwest.com or (314) 845-0855 for additional details.

Building.
Community.

Save the date!

2021

SUB Excel

FEB 24-27

2021

Miramar Beach, Florida

Onward!

Charting the course for unity,
growth, and prosperity



subexcel.com

IT IS DUES RENEWAL TIME!

Membership Dues Renewal invoices were sent out in May/reminders June from our national organization

Dues renewal only \$845 per year or \$72 per month

Did you know ASA membership is a company membership & includes all employees of your company for one rate?

RENEW YOUR MEMBERSHIP TO RETAIN ACCESS TO ALL THE MEMBER ONLY BENEFITS OF ASA MEMBERSHIP!

**Questions or need a copy of your invoice?
susan@asamidwest.com or 314.845.0855**



Info Hub

DID YOU KNOW?

Check out the **Info Hub** on the ASA National Website for extra member benefits included in your membership!

www.asaonline.com, then member login to access the **Info Hub**

A few Areas to visit in the Info Hub Include:

- ✓ **Resources section.** There are hundreds of documents in the Resources section of the **Info Hub** that include critical COVID-19 information, sample contract language, negotiating tips, archived webinars, and so much more.
- ✓ **ASAdvantage.** In the Info Hub, there is a link to our ASAdvantage program. Members should spend time looking through what is available. Includes programs to save money with Office Max, UPS, Lenovo, Verizon Wireless, as well as discounts on software, and many other cost savings discounts.

You must login to the ASA National website to access the **Info Hub, and your login is different than your local ASA Midwest Council login information. If you need assistance logging in, please contact: Loni Warholic: lwarholic@asa-hq.com for your login information.**

Even though the halls of the Capitol are empty, there is still plenty of activity in Jefferson City. Staff members in the Governor's office have been busy reviewing all legislation that passed during session in order to determine which bills warrant a signature from the Governor. As we reported last month, budget related bills must be signed or vetoed by June 30 and a decision on policy related legislation must be made by July 14. As of the writing of this newsletter, Governor Parson had signed two supplemental budget bills and only three policy related bills. The policy bills include professional licensing reciprocity, health care provider federal reimbursement allowances, and an elections bill that allows for mail-in ballots because of the coronavirus pandemic.

Cash flow is still a major concern as state and local governments along with most businesses continue to see their budgets suffer because of COVID-19. To that end, Governor Parson announced a third round of state budget withholds for the current fiscal year on June 1. The announcement came with just a month left in the fiscal year and will hit K-12 education the hardest. The new cuts amounted to \$209 million, with \$131 million of that amount coming from education. The Sheltered Workshops program will see a \$2 million cut, while Higher Education and Workforce Development will lose \$41 million. Additionally, the Department of Corrections will take a \$10 million hit, \$2 million will come from the Medicaid program in the form of administrative cuts, and \$6 million will come from home and community based in-home services.

In a bit of good news, unemployment numbers continue to slowly improve across the state as there were 18,679 claims for the week ending June 13. The lowest number of claims this calendar year was at the end of February, when there were 2,702 claims for the week ending February 29. At the height of the COVID-19 crisis the number stood at 101,722 for the week ending March 28.

The state of Missouri has now entered the second phase of reopening since the coronavirus shutdown, with Governor Parson saying the state is "fully open for business". Parson made the announcement on June 11, but he also extended the state of emergency through December 30. The announcement of Phase 2 means there will be no statewide health order. Any health rules or regulations are now strictly up to local leaders. The Governor stated there is now an ample supply of testing and personal protective equipment, but he also urged people to continue with hand washing, wearing masks when appropriate, and to practice social distancing.

Special session continues to be a topic of discussion in Jefferson City. Several legislative priorities that did not cross the finish line are likely to be included in the Governor's call. At the top of this list is the Wayfair tax which could help bring much needed revenue to the state as well as cities and counties. The implementation of the tax is seen as necessary as more and more shoppers turned to internet purchases during the coronavirus pandemic.

Governor Parson has hinted at the possibility of multiple special sessions, not only because of the coronavirus fallout but the recent wave of protests and social unrest have leaders looking at a special session dealing with public safety. Some legislators are calling for massive police reform measures due to the death of George Floyd in Minnesota while in police custody. No decisions have been made yet on the timing or on any of the topics for special session.

We will continue to provide legislative and political updates to keep the ASA Midwest Council members informed. Thank you, Nikki Strong, Strong Consulting Group.

ASA Midwest Council Members

24/7 OnSite Cameras
Acoustical Ceilings, Inc.
Acropolis Technology Group
Affton Fabricating & Welding
AME Constructors
American Burglary & Fire, Inc.
American Steel Fabrication, Inc.
Anders CPAs + Advisors
Aqueduct Plumbing LLC
Archview Metal Systems Co.
Aschinger Electric
Aspen Waste Systems
Autco Appliances
Auto Trim Restyling
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
Budrovich
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
Empire Fence & Custom Iron Works
Enterprise Bank & Trust
Event Productions, Inc.
Fabick CAT
Fenix Construction Co. of STL
Flooring Systems, Inc.
Focal Pointe Outdoor Solutions, Inc.

Foreman Fabricators
Foundation Supportworks by Woods
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
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.
Meyer Painting Co.
Midwest Elevator
Mold Solutions
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
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
St. Louis-KC Carpenters Reg Council
Stylemaster Apparel, Inc.
Sunbelt Rentals
Swanson Masonry, Inc.
T.J. Wies Contracting
Taylor Excavating
TROCO Custom Fabrication
UHY LLP
USI Insurance Services
United Rentals
Vee-Jay Cement Contracting
Wies Drywall and Construction
Woodard Cleaning and Restoration
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

SAFETY

DID YOU KNOW? The ASA Midwest Council Safety Committee provides monthly Tool Box Talk topics, that are ready to download from the Safety Page in the members only area of our 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.



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 on of our Membership Committee Co-Chairs Chris O'Hagan, JD Kutter, at (314) 444-4949 or chris@jdkutter.com. OR Matt Tucker, Affton Fabricating & Welding, at (618)391-0434 or mtucker@afwc.com

CONTRACT REVIEW

Your committee is in the process of reviewing the subcontract form used by Holland Construction Services. Upon completion, our review will be available to our members along with the reviews of scores of other subcontracts maintained in our library.

We maintain a library of subcontracts available for your use as you negotiate subcontract terms. We focus on GCs who work in our area. If you have seen a new subcontract form put in use by a GC for work in the area and think it should be reviewed for future use by our members, please submit it to us. All we ask is that the form be submitted in WORD format for easy editing for the committee.

Whenever a member asks for a copy of any subcontract that has been reviewed, we ask for feedback indicating what, if any, changes the subcontractor was able to obtain. If you would like to work on this committee, please let us know. We meet, as needed, on the second Wednesday of each month at Sachs Electric.

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

PROGRAMS

During these uncertain times, our goal is to continue to provide relevant programming to all our members. We have recently started a series of virtual round table discussions called **ASA Quick Hits**, to help members share ideas and best practices, as we transition through the summer months and into the fall. 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

ASA Supports INVEST Act with Payment and Performance Security Language

As the House Transportation Committee drafted its surface transportation bill, the INVEST Act, ASA worked to ensure that H.R. 6359 was included in it, legislation that would provide payment and performance (P&P) security for state and local Public Private Partnership (P3) Projects. This legislation would specifically address the potential for P3 funding failure, particularly in this environment where state and local departments are going to be strained for capital and may need to rely of alternative procurement to get projects off the ground.

The Transportation Infrastructure Finance and Innovation Act (TIFIA) program's reliance on state and local law has largely worked to provide a satisfactory check in major part because state and local laws on P&P security were designed for traditional procurement and most TIFIA projects use traditional procurement. The issue now is that states are venturing into new forms of procurement and the longstanding safeguards are not as clear. This leaves the door open for private entities to negotiate out longstanding P&P security in favor of lesser forms of protection that would have otherwise been excluded under the requirements for traditional procurement. There have been instances where state law has failed to require adequate P&P security on P3s and we anticipate running into similar issues with states that have a significant gap in their existing P3 P&P requirements.

The goal of H.R. 6359 is to maintain the existing world of P&P requirements continue to apply to P3s to make sure the TIFIA program doesn't find itself in a position where they are experiencing defaults without adequate P&P security. P&P security is absolutely critical to ASA members, their developers and owners. It ensures the project is done on time and promptly paid.

New Documents Have Been Added to the ASA NATIONAL Website InfoHub! "Subcontractor Negotiating Tips: A Compilation"

The ASA **InfoHub** is one of the key features of your ASA membership. These documents and resources available to MEMBERS ONLY are incredibly valuable to so many of our member companies, and we are excited to announce that new documents have been added!

Does your company need guidance on negotiating contracts? Newly added to the **InfoHub** is "*Subcontractor Negotiating Tips: A Compilation*". **This comprehensive guide includes information on below topics:**

- ✓ Scope of Work
- ✓ Subcontractor's Responsibilities
- ✓ Contractor's Responsibilities
- ✓ Progress Schedule
- ✓ Changes
- ✓ Payment
- ✓ Indemnity, Insurance, and Bonds
- ✓ Suspension Notice to Cure, and Termination
- ✓ Dispute Mitigation and Resolution

Each of these topics will be delved into in depth, and are of vital importance to all subcontractors!

Not using the InfoHub? Now is the time to dive in and see what you've been missing!

You can access member-only resources—including contract documents, white papers, negotiating tips, ASAToday archives, FASA videos-on-demand, and much more—under Resources. When you first open the Resources section, all of the files available will be listed. You can narrow your search by selecting an option, such as ASAToday, The Contractor's Compass, or Videos-on-Demand, from the "show only" drop-down menu. To return to the full list, simply click "Clear All."

If you need help with your login on the ASA National website, please contact Loni Warholic at lwarholic@asa-hq.com

NOTE: Login on the ASA National Website is different than your local login.

How to Wear Face Masks in Hot Weather

As anyone who has spent time under a mask recently can tell you, the practice isn't often enjoyable. And as the weather warms up, face masks could become particularly sweaty and uncomfortable.

Even as the temperature rises, the Centers for Disease Control and Prevention still recommends wearing face masks, and in some cases, it is required. Luckily, there are some strategies to help make masking up more bearable in warm weather.

Choose your material

Wearing a mask can be hot and make breathing feel more difficult. With that in mind, you'll want to make sure your mask is reasonably breathable to help both increase comfort and decrease the impulse to touch the mask to adjust it — which is a big no-no when out and about.

Using a mask that is made from 100% cotton. According to the CDC, good options include woven cotton sheets and T-shirt fabric. While cotton is not moisture-wicking, it's more breathable than synthetic fabrics like polyester, and it could make masks more comfortable in the heat. Avoid filters, because they are often made from synthetic materials, and can make masks hotter and harder to breathe through.

Check the fit

Your mask should be somewhat snug on your face, but you do not want it to be so tight that it is uncomfortable or difficult to breathe through.

Bring extras

Cloth masks should not be worn when they become damp or wet, which could cause issues in the summer, when we are all sweating more heavily. Because cotton masks will absorb sweat when you wear them, it is important to have several clean ones available to use. Health-care workers are often advised to take a 15-minute break from wearing their mask every two hours to give their skin time to air out, which could mean using several masks per day.

If you plan to swap your mask, you do not want to take it off in the middle of everything.

Limit how long you wear one

If hot weather makes wearing a mask uncomfortable, try to limit the amount of time you need to wear one. Masks, the CDC says, should be worn in "public settings where other social distancing measures are difficult to maintain," such as grocery stores and pharmacies.

Think about when wearing a mask is necessary, and not wearing one when it is not needed. You may not need one when driving alone in your car or sitting solo on your porch — if you are maintaining proper social distancing.

To help keep your mask time to a minimum, try planning effective routes to your destination, or plan your trips around the number of masks that you have available. And do not wear your mask off your nose when out in public.

Take care of your skin

Hot summer weather can cause moisture to build up under a mask, which can irritate your skin (similar to a diaper rash). That problem, however, may be less common for people wearing cloth masks compared to health-care workers wearing less-breathable surgical or N95 masks.

In hot weather, you will have a lot of moisture under there, and the skin can break down more. Moisture from breath or heat builds up, and you can get a rash.

If your skin does become irritated due to using a mask, using a noncomedogenic (non-pore-blocking) moisturizer and avoid products like petroleum jelly. Apply your preferred salve after wearing a mask to help repair skin.



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