

NOVEMBER 2020

ALL EVENTS SUBJECT TO CHANGE OR CANCELLATION.

NOVEMBER

November 5
ASA Quick Hits
Virtual Round Table

November 18
Monthly Meeting
Virtual via Zoom

DECEMBER

December 3
ASA Quick Hits
Virtual Round Table

December 16
Monthly Meeting
Virtual via Zoom

JANUARY

January 7
ASA Quick Hits
Virtual Round Table

January 27
Meet the GC's Expo
St. Charles
Convention Ctr

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

As our board of directors, officers, and past presidents met this past month for our annual planning retreat (which was not truly a retreat this year, rather an extended meeting on a Saturday), we discussed many things verbosely. We often have very hearty deliberations and will respectfully spar on matters on occasion (which is not a bad thing). One thing we tend to generally share a consensus on, is that ASA Midwest Council is a top tier organization in the areas of networking, collaboration among peers, and creating strong relationships (both as business associates and as friends). We also share a strong conviction that the events we host are among the premier industry events in the area every year. There is no doubt that these grand attributes of our chapter are a big reason it is consistently one of the strongest in the country, year after year.

It is also very sorely recognizable that these social features have been muted by the pandemic, and ensuing restrictions and precautions in an effort to keep us all safe and healthy. The absence of a consistent ability to meet in person has forced us to think outside of the box. It has also made us more contemplative of the less visible components of ASA – those elements that have been around for a long time, but are perhaps often overlooked or underutilized. Safety, advocacy, and contract reviews are three of many examples that immediately come to my mind. This month, I would like to take this opportunity to focus on the Contract Review Committee.

One of my favorite books of the “Psychology/Self-help” genre is *Mastery, The Keys to Success and Long-Term Fulfillment*, written by George Leonard way back in 1991. What the author saw back in the 1980s – and is still prevalent, and even amplified today – is the quick fix, easy results, instant success, immediate gratification mentality which pervades our society, in place of long-term dedication to learning a skill through steady practice, and also the journey that goes along with that process. In his book, Leonard explores the definition of mastery: a goalless process by which one starts with something difficult and it becomes easy and pleasurable through instruction and practice. He explains the natural process of learning: brief spurts of progress with seemingly long plateaus in between. The master’s journey has no particular goal or destination, but is focused more on the behaviors of learning. It requires patience, practice, intentionality, and of course, good instruction.

Such is my ongoing journey in learning to review and understand construction contracts. This is possibly the most difficult skill to become even remotely competent in. I dare say most project managers are hacks at it, just as I was just a few years ago. Many will take the extreme quick fix route – that is, signing the contract as is and mailing it back, risking their business, praying that nothing goes awry on the project. Some dabbles will show up at our contract review committee meetings, learn a thing or two, then lose interest and disappear when they see that it is not easy and there are no shortcuts.

I have been participating in these contract review meetings for about five years now. At first I was lost. However, now as we review different contracts together, I find that I am becoming very knowledgeable in some areas of a contract. I can pick out a lot of rogue language at first sight, as I am learning what to look for. There are other areas of contracts that I still need a lot more practice with. It is hard to measure my progress in segments of each meeting. There are bursts of learning and some long plateaus between. I used to dread the process of reviewing contracts for my projects. Our company has a checklist that accompanies all contract routings. I used to really struggle with it, and it bothered me that I wasn’t good at it. Through extra practice in our contract review committee meetings – under our master instructor, Mr. Richard Stockenberg – I have greatly improved at this skill, now have a lot more confidence in what I am doing, and it is actually becoming increasingly more pleasurable as I continue to improve these skills!

I would like to invite all of our member companies to participate in our periodic contract review committee meetings. When there are contracts out there to be reviewed, we meet on the 2nd Wednesday of the month from 7:30 AM to 9:00 AM. Perhaps you may want to refer your company Risk Manager or CFO to try it out. We maintain review comments from our meetings which are available to our members to look over upon request. If you are interested in participating, please reach out to me at russell@sachscsco.com or (314) 681-9849. Have a Happy Thanksgiving! Richard A. Russell, Sachs Electric | President, ASA MWC

VIRTUAL Meeting
Virtual via Zoom



NOVEMBER 18, 2020 VIRTUAL Monthly Meeting



11:30 a.m. to 12:30 p.m.

Mark your calendar, and register for the **VIRTUAL** monthly meeting on Wednesday, November 18th 2020 at 11:30 a.m.

This is a FREE meeting for ASA Members.

Our speaker will be Mr. Troy Bridges, CHST, with Duro Electric in Englewood, CO. **His presentation will cover the suicide epidemic, and how it affects the construction industry!**

Mr. Bridges will review facts & figures nationally, as well as information by state of MO & IL. He will also present strategies & best practices to help identify risk factors, and warning signs of suicide in the workplace.

The virtual presentation will last 30 minutes, with a 15 minute Q&A at the end of presentation.

Thank you to the ASA Safety Committee for arranging our speaker for November! The committee continues to work behind the scenes to bring our members the most up to date information impacting the STL construction industry.

**Register online-www.asamidwest.com
by Monday, November 16th, 2020.**

ASA MEMBERS	FREE
NON MEMBERS	\$25

***(Attendees will receive zoom login info.
after registration is received by ASA)***

ASA MEMBER RESOURCES

Did you know?

The **ASA Safety Committee** provides tool box talks on the safety page of the ASA website each month for members ONLY! **Use your member login to access the information.**

Below is a Tool Box available now for download, along with many others on the safety page!

How to Conduct an Effective Toolbox Talk

Carrying out the training

Like all training, delivering the information effectively takes preparation and a desire to involve the workers in health and safety at the workplace. Employers may train workers to lead the training or have supervisors provide the training. Studies have shown peer-to-peer training is effective, participatory, and well-retained.

Preparing to teach the training sessions:

1. Spend about 15 minutes to become familiar with the Toolbox Talk.
2. Print a copy of a relevant Toolbox Talk and think about how the topic relates to your specific worksite.

Advice for trainers

Safety meetings work best if the whole crew actively participates. This makes it more interesting and more likely that people will remember the information you have given them.

Here are some ways to encourage everyone to get involved:

- ✓ Ask questions instead of simply giving them the information. After you ask a question, wait a short time to let people think. Then, call on volunteers to answer.
- ✓ Ask about personal experiences. This can help the group see how the topic is relevant to them. You could ask: Has anyone here had personal experience in dealing with this hazard? What happened?
- ✓ Make sure everyone has a chance to talk. If a crew member is talking too much, invite someone else to speak.
- ✓ Do not fake it. If you do not know the answer to a question, do not guess. Write the question down and promise to get back to them.
- ✓ Stick to the topic. If the crew's questions and comments move too far from the topic, tell them that their concerns can be addressed later, either privately or in a future safety meeting.

Three Marketing Secrets to Make Your B2B Digital Life Easier!

*Stephanie Woodcock
Seal the Deal Too*



While we are all working tirelessly to increase sales in this unsettled business environment, I thought I'd give away some of my digital marketing secrets to help you. Listening to clients' needs and struggles in the construction industry has helped me develop a syllabus of sorts. I start with Digital Marketing 101. When clients start asking about google rankings, Facebook ads and website analytics, I remind them they have prerequisites to meet before getting to that class. That's Digital Marketing 301. There are so many so called "experts" and new digital marketing channels, it's easy to get overwhelmed. One size does not fit all.

Secret #1: You don't have to do it all to get quality leads.

Pro Tip: If your marketing person is trying to upsell you on these new ways to get leads, be wary. It's not supposed to be complex. A simple website that tells a story, presents a problem and solution, provides key client success stories, and asks for the sale with strong Call to Action (CTA) buttons is a great start. Ask your marketing person: How do you wireframe a website to get more leads? If they don't have a good answer, find someone else! There's obviously a little more to it. For instance, great copy supported by clear and inspiring design helps connect your company to your customer's needs. Hire someone who can accomplish this and understands your values and core principles.

Case Study #1:

I was recently asked by a client: Why do we need to upgrade our website if we get most of our leads and clients through associations and relationships? Why do we need to invest in a more modern looking site if we are growing organically through referrals? I asked what type of clients he was drawing. He listed off large engineering companies with multi-layers of potential customers. I said, "Well, if you are going to increase your business within this company through referrals, you need to upgrade your brand and digital identity. If you are referred from one customer who knows you to a colleague in the same company who does not know you, chances are good that the new referral will go straight to your website to get a sense of who you are." This client asked a valuable question: In a tight economy, why should I invest precious dollars in a website when the one we have is adequate enough? Does anyone really go to my website? The answer for his company was simply, yes. And here's why:

Your website must be a visual representation of what you want to convey to the customer. It needs strong, clear copy with visual, inspiring design. In this case, a multi-million dollar industrial, engineering firm was looking for a national specialty contractor who had the money to spend on an updated website. They were not looking for a budget company who clearly cut corners. Image matters. In these times, where face-to-face interaction is sparse, our digital footprint is even more important.

**This leads me to my next secret.
(We're still in Marketing 101.)**

Secret #2: Sell the story before selling your product/ service.

As a business owner, have you ever sat down with a salesperson and halfway through the pitch you wonder what it is they are selling and what it has to do with you? This person has forgotten their story and is only selling their product. The story is the why behind the what. *Why* do I need what you are selling and *how* will it make my life better, easier, and more successful? Selling the story makes everyone want to know how it ends. Too often, B2B companies forget to be interesting. They focus too much on content and details of the product or service, that they miss telling the big picture of WHY even use them. Good copy that opens a story loop in someone's head makes them keep reading to find out what the answer is.

Case Study #2:

I recently talked with a future client who was struggling with converting website traffic to leads. A quick audit of their site revealed overarching, glossy statements like "sustainable solutions," "make every drop count," and "chemical free is the better way." They quite literally showered me with statements about the benefits of their product. But I didn't know what was sustainable and if it was supposed to be dripping. Making something "chemical free" seemed positive, but that depends. Are we talking food, water, hair products? I rather like the effects of the chemicals they put in my hair. The site was also missing strong imagery that would help the consumer understand the industry and product they were portraying. It was missing strong copy and inspiring design. We needed to engage the customer by presenting a problem and our solution. How do I save the customer money and headaches by solving a common problem?

Secret #3: Marketing can be aggressive and it's okay.

While it depends on the marketing channel, it's okay to ask for the sale with strong calls to action (CTA) in your marketing. 'Buy Now, Contact Us, Get a Quote, Book an Appointment, Schedule a Consultation,' are so much better CTA statements than: "Learn More, Click Here, Find Out More or god help us all... Read More." When you have strong problem and solution COPY above the fold, you can and should ask for the sale with noticeable CTA buttons. Closing deals and warming up leads is not just for the frontline sales team anymore. Digital marketing is now the front line. Hit the pain points. Create urgency. Tell the story of why your customer needs you!

From marketing 101 all the way up to 301 and 401, you can be aggressive and straightforward. From websites and email campaigns to Facebook /LinkedIn posts and sponsored ads, make sure your copy is strong and your CTA buttons are stronger. It's like my coffee. I like the first cup strong and the 2nd stronger. Stay tuned for my next article. As we all continue to ride the wave of an uncertain economy, I thought it would be helpful to outline the *top ten major marketing mistakes* that cost you money! It's an elective. Stephanie Woodcock | Seal the Deal Too!

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 & further ASA's goals!**

**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!***

THANK YOU

to the MEMBER COMPANIES that attended our last monthly meeting!

Affton Fabricating & Welding
American Steel Fabrication,
Aschinger Electric
Bangert Computer Systems
Bazan Painting Co.
BluSky
Brown Smith Wallace, LLP
CarsonAllaria
Wealth Management
CK Power
CSA Advisors
ELCO Chevrolet Cadillac

Enterprise Bank & Trust
Fabick Rents
Foreman Fabricators
George McDonnell & Sons
Golterman & Sabo
Guarantee Electrical Co.
Ideas4promos
Irwin Products, Inc.
J.D. Kutter
Jarrell Contracting
Johnson Controls
Knapheide Truck Equipment

Lawrence Fabric & Metal
Structures
Lizmark Branded Solutions
Luby Equipment Services
Marketeer
MC Service
Montgomery Bank
Nu Way
O.J. Laughlin Plumbing Co.
Pipe and Duct Systems, LLC
Pirtek Overland
Plumbing Planning Corp.

Precision Analysis, Inc.
RubinBrown LLP
Sachs Electric
Sandberg Phoenix
Schmersahl Treloar & Co.
Seal the Deal Too
SFW Partners, LLC
Show Me Industrial Services,
Sikich, LLP
Sunbelt Rentals
T J Wies Contracting
UHY LLP
Vee-Jay Cement Contracting

Upcoming ASA Midwest Council Meetings & Events



November 5

ASA Quick Hit-Virtual Round Table Discussion
Managing Stress in the age of COVID

November 18

ASA Virtual Monthly Member Meeting
Suicide Awareness & Prevention in the Workplace

December 3

ASA Quick Hit-Virtual Round Table Discussion
Networking in the age of COVID

~~CANCELLED~~-ASA MEMBER HOLIDAY CASINO NIGHT PARTY
Due to local gathering restrictions, we are unable to hold our annual Member Only Casino Night this year. We look forward to seeing everyone at next year's Casino Night in December 2021!

December 16

ASA Virtual Monthly Member Meeting
Doing Business Outside your Comfort Zone-Panel Discussion

January 7

ASA Quick Hit-Virtual Round Table Discussion
Sales Strategies in the age of COVID

January 27

Meet the GC's Expo
St. Charles Convention Center

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!*



The ASA Midwest Council hosted it's **33rd annual golf tournament** on Monday, October 5th at Whitmoor Country Club. 200 golfers, and many sponsors and volunteers enjoyed a perfect fall day of golf, networking, and general fun! Congratulations to the 3 flight winners, as well as our various contest winners listed below! A big thank you to all of our sponsors & volunteers that made the day possible. **SAVE THE DATE FOR 2021 | Monday, October 4, 2021 @ Whitmoor Country Club**

Championship Flight | Representing Marketeer, Inc. | 16 under par south course-56

AJ Ford
John Gerst
Nathan Maurer
Ryan Jennings

A Flight | Representing Bazan Painting Co. | 8 under par north- 63(scorecard playoff)

Walter Bazan, Jr.
Rick Bazan
Val Perales
Perry Hartwick

B Flight | Representing Sherwin Williams Paint Co. | 4 under par north-67 (scorecard playoff)

Jeff Steiner
Kris Klaustermeier
Jake O'Neill
Chris Loness

Putting Contest Winner | Auto Trim Restyling

Longest Drive Men's | Nathan Maurer and Paul Murdick

Longest Drive Women's | Jenny Grant and Angie Wheeler

Closest to the Pin | AJ Ford and Josh Del Pinos

Shoot Out Winners | One shoot 135 yards | Closest to the pin

1st Place-Rick Bazan
2nd Place-Tim Smith
3rd Place-Dan Kastrup



CHAMPIONSHIP FLIGHT WINNER | REPRESENTING MARKEETER, INC. (16 under par-south course)



A FLIGHT WINNER | REPRESENTING BAZAN PAINTING CO. (8 under par north course)



B FLIGHT WINNER | REPRESENTING SHERWIN WILLIAMS PAINT CO. (4 under par north course)



AMERICAN
SUBCONTRACTORS
ASSOCIATION

2021 **SUB Excel**
FEB 24-27 2021 *Miramar Beach, Florida*

Onward
CANCELLED DUE TO COVID
JOIN US March 2-5, 2022
The premier educational networking event for subcontractors,
specialty trade contractors, suppliers (and families).

The halls of the Capitol have been quiet since the annual veto session and the special legislative session on crime wrapped up in mid-September. Legislators have been working and campaigning for the November 3 General Election day.

By the time this newsletter reaches you, the General Election will likely be over. There were numerous competitive races around the state. Republicans will still hold super majorities in both the Missouri House and Senate, although all predictions and polling indicate that Democrats were favored to pick up several seats in the Missouri House and likely to pick up a seat or two in the Senate. In addition, the race for Congressional District 2, currently held by Ann Wagner and being challenged by State Senator Jill Schupp, is a coin toss. Other races that are close is the 15th Senatorial District (Kirkwood) currently held by Republican Andrew Koenig. Democrat Deb Lavender is running a close race to unseat Koenig. The race for Senate District 1 (South St. Louis) to replace term limited Scott Sifton is close but Democrat Doug Beck should hold his lead over David Lenihan. Finally, the race most continue to watch very closely is Senate District 19 in central Missouri, where Democrat Judy Baker is running to try to oust incumbent Republican Caleb Rowden. Sen. Rowden is the Majority Floor Leader of the Senate. Senate District 19 has always been a toss-up Democrat/Republican seat. If Sen. Rowden is unable to hold on to his seat, the loss will be felt throughout the Senate as this will change the leadership structure in the Senate.

In addition to elected officials appearing on the ballot, voters will be deciding on several other issues. Amendment 1 would impose term limits on all statewide elected officials. Currently, only the Governor and Treasurer are term-limited as far as statewide officials go. State Senate and House members have fallen under term limit restrictions for many years.

Another ballot issue for voters to decide is Amendment 3. The measure would make several changes to the Clean Missouri initiative passed by voters in 2018. At the heart of the matter is the method used to redraw legislative district lines. This is done every ten years after census numbers are compiled. The Clean Missouri language specified the lines would be drawn by a demographer, who is selected by the Senate majority and minority leaders, from a list of six names submitted by the state Auditor. Amendment 3 seeks to put the redistricting process in the hands of bipartisan commissions that are appointed by the Governor. Additionally, the measure would place a complete ban on all lobbyist gifts and decrease the contribution cap on state Senate races.

The House and Senate will gather in Jefferson City the day after the election to caucus and formally elect leadership positions. That will happen this year as the House will formally elect their new Speaker, Rob Vescovo. In addition, they will elect a new Majority Floor Leader which is a tightly contested race between Rep. Dean Plocher, Curtis Trent and Jay Eggleston. The Senate is not expected to see any real leadership changes unless Sen. Rowden is not re-elected to his Senate seat. It is still not clear how leadership and the Majority Floor Leader role will be filled if that scenario comes to fruition, but we believe will be a contested and likely a bit contentious as the Conservative Caucus has not been quiet about their desire to take this leadership position.

Typically, things become very quiet after the election before session begins in January; however, the Governor has called another special session slated to begin on November 5. This special session was called in order to give the Governor appropriation authority to spend additional federal funding made available to the state, including funding under the Coronavirus Aid, Relief, and Economic Security (CARES) Act. The supplemental budget will provide access to this funding, which is intended to appropriate additional resources to respond to COVID-19. The supplemental budget contains funding for several items, including the School Nutrition Services Program, the Emergency Solutions Grant Program for homelessness prevention, job training grants, and child support payments, among others. Many observers are frustrated that the Governor has not called a special session to also deal with COVID-19 liability for businesses and healthcare entities. The question remains whether the Governor will eventually amend the call to include this important issue.

In other news, the first sales of medical marijuana to qualified patients have taken place in Missouri, as patients formed long lines at the two locations of N'Bliss in Ellisville and Manchester on October 17. Although it has been nearly two years since voters approved medical marijuana sales in Missouri, observers say this has been one of the fastest implementations of its kind in the country. Most of the 192 licensed dispensaries in the state are expected to be open by the end of the year.

Finally, December 1 will mark the first day for filing legislation for the upcoming legislative session. We will be watching for pre-filed bills that could impact ASA and the construction industry and will continue to keep you updated on political happenings in Jefferson City and around the state. 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
Auto Trim Restyling
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.
Common Sense Solutions
Corrigan Company
Drilling Service Company
Dynamic Controls, Inc.
ELCO Chevrolet Cadillac
Empire Fence & Custom Iron Works
Enterprise Bank & Trust
Fabick CAT
Fenix Construction Co. of STL
The Fletcher Company
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.
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
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
Murphy Company
Negwer Door Systems
Niehaus Building Services
NuWay
O.J. Laughlin Plumbing Co.
On Site Companies, Inc.
P & A Drywall Supply
Parkway Construction Services
PayneCrest Electric
Pirtek Overland
Pipe and Duct Systems
Precision Analysis, Inc.
Professional Metal Works, LLC
R.F. Meeh Co.
RJP Electric
Raineri Building Materials
Ravensberg, Inc.
Rock Hill Mechanical Corp.
RubinBrown LLP
Sachs Electric Company
Sandberg Phoenix
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

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

Your Committee has recently completed its review of Musick Construction Company's master subcontract agreement. For a copy, contact 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.

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

PROGRAMS

During these uncertain times, our goal is to continue to provide relevant programming to all our members. We are continuing a series of virtual round table discussions this Fall, called **ASA Quick Hits**, to help members share ideas and best practices. If you have suggestions for future ASA program topics, please contact our Programs Committee Chair: Chris O'Hagan, chris@jdkutter.com

SUBExcel postponed to 2022

2020 has been a complicated year. One of struggle...of triumph...and of courage for our families, our businesses and our country. Not without the pain that comes along with this difficult announcement, the ASA Board of Directors and management have made the decision to cancel the 2021 SUBExcel that was slated to be held in Miramar Beach, Florida.

SUBExcel was being planned and touted as a great family get-away, the perfect opportunity to put 2020 behind us. With so much uncertainty still surrounding COVID-19, we are taking the necessary steps to ensure our members' (and families') health and safety, while also limiting the financial exposure of the organization.

All of the wonderful plans made 2021 are still going to happen, just one year later. **Mark your calendars with a trip to Miramar Beach, FL on March 2-5, 2022.** In the meantime, we are working diligently to bring our members additional first-class web-based education that will enhance our members' ability to thrive in these unique times.



New Prefabricated Contract Documents Eases Use to Contract for Prefab and Modular Buildings

The ConsensusDocs Coalition announced that they are now offering the industry's first standard contract document that addresses once of the most important and growing trends in the design and construction industry – prefabricated construction. Industry leaders, including the Modular Building Institute (MBI) as well as individual volunteers and staff from National Institute of Building Sciences (NIBS), Off-Site Construction Council, have been working through ConsensusDocs for two years with industry leaders to offer a standard prefabricated construction contract document. MBI recently joined the ConsensusDocs Council as result of the successful work conducted by the working group. The new ConsensusDocs 753 Standard Prefabricated Construction Contract addresses the most common use case scenario of prefabricated construction in which a constructor, general contractor, design-builder, or Construction Manager contracts with a prefabricator to fabricate a component off-site that is later installed on a project worksite.

While prefabricated construction or modular building has been around for decades, important contractual and legal issues have remained unaddressed in most construction contracts. Finally, with ConsensusDocs leadership, there is now an off-the-shelf solution that defines important new industry definitions and scenarios that are unique to prefabricated construction. Using a typical construction subcontract or purchase order for prefabricated construction is dangerous.

ConsensusDocs are the only contracts endorsed by 41 leading design and construction industry organizations. With a library of 100+ contract documents addressing all methods of project delivery, ConsensusDocs incorporates fair risk allocation and best practices to represent the projects best interests. Coalition members represent design professionals, owners, contractors, subcontractors and sureties

For more information, please visit www.consensusdocs.org or email support@consensusdocs.org. For more information about BMI, please visit www.modular.org.

Winter Preparedness

There were 20,460 ice, sleet and snow-related workplace injuries in 2017, according to the U.S. Bureau of Labor Statistics' (BLS) The Economics Daily report. When workers go down with injuries, it costs small businesses a loss in productivity, business and time. It can also lead to possible fines from the Occupational Safety and Health Administration (OSHA) and higher workers' compensation premiums. For the injured, it can put a strain on their families with lost income, lowered morale and personal stress.

Cold and winter workplace injuries can be best avoided with proper preparation. Here are some of the most common winter hazards and how to best prepare for them.

Cold-stress illnesses and injuries are hazards that can keep employees away from work for a significant amount of time, which hurts productivity and morale. The most common of these winter injuries include hypothermia, frostbite and trench foot.

Hypothermia happens during prolonged exposure to cool or cold temperatures, which can cause the body to lose heat faster than it can produce it and makes body temperature drop below 95 degrees, according to the Centers for Disease Control (CDC). It is a serious health threat, even in moderately cool temperatures. If the body's core temperature stays too low for too long, it affects the brain and renders a victim unable to think clearly or move well. Symptoms include shivering, exhaustion, confusion, fumbling hands, memory loss, slurred speech and drowsiness. If left untreated, the condition can be deadly.

When the body is exposed to the cold for so long, layers of skin freeze and the body loses feeling and color in affected areas, which is known as frostbite. This can permanently damage the body and, in extreme cases, can require amputation. The most common spots for frostbite are the nose, ears, cheeks, chin, fingers and toes. Early symptoms include redness or pain in any skin area followed by a white or grayish-yellow skin area. The skin affected feels unusually firm and waxy and is usually numb.

Trench foot is a foot injury caused by prolonged exposure to wet and cold conditions. However, it can also occur in temperatures as cool as 60 degrees if feet stay wet for too long.

Symptoms typically include reddening skin, tingling, pain swelling, numbness, cramping and blisters.

The first line of defense against any cold-stress injury is proper clothing. Workers exposed to the elements during cold-weather months must be dressed appropriately to stay warm. This includes water-resistant coats and boots, mittens and gloves, several layers of loose-fitting clothing, hats, scarves or balaclava that cover the face and mouth. Workers should try to stay as dry as possible and take regular breaks to warm up either inside or in sheltered, dry spaces.

The CDC recommends small business owners schedule outdoor work in cold areas for warmer months or warmer times of the day; cut back on workers' physical demands; bring in relief workers or extra workers for tough and time-consuming jobs and offer warm liquids.

Before winter hits, small business owners should also develop a rapid response plan. They should train employees to recognize the signs of cold-stress illnesses and what to do to help themselves or their co-workers. If medical care is not available, workers should begin warming the person, as follows:

- ✓ Get the victim into a warm room or shelter.
- ✓ Remove any wet clothing.
- ✓ Warm the center of the body first—chest, neck, head, and groin—using an electric blanket, if available. They can also use skin-to-skin contact under loose, dry layers of blankets, clothing, towels or sheets.
- ✓ Warm beverages can help increase body temperature, but do not give alcoholic beverages or try to give alcoholic beverages to an unconscious person.
- ✓ After the body temperature has increased, keep the victim dry and wrapped in a warm blanket, including the head and neck.
- ✓ Get medical attention as soon as possible.



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