

## JULY

**July 21**  
**Monthly DINNER Meeting**  
*Syberg's on Dorsett*

## AUGUST

**August 18**  
**Monthly DINNER Meeting**  
*Syberg's on Dorsett*

## SEPTEMBER

**September 15**  
**Monthly LUNCH Meeting**  
*Syberg's on Dorsett*

## OCTOBER

**October 4**  
**ASA Golf Tournament**  
**Whitmoor CC**

## NOVEMBER

**November 17**  
**Monthly LUNCH Meeting**  
*Syberg's on Dorsett*

## DECEMBER

**December 8**  
**Casino Night**  
**Holiday Party**  
*Syberg's on Dorsett*

Visit [asamidwest.com](http://asamidwest.com) for a full schedule of all upcoming meetings & events.

## **JULY 2021**

As I sit here trying to figure out what to include in my first President's Message I read through Rich Russell's past messages for inspiration, and I quickly realized his creative writing skills far surpass mine, so I'll just have to do my best. I would like to start by saying thank you to our outgoing President Rich Russell for his dedication during some tough times for our organization, and to be honest, tough times for everyone.

I seem to be entering my term as President while we enter a booming post-covid economy. The lack of material and labor are the main issues I see subcontractors dealing with for the foreseeable future. How can the ASA help members with this issue; what do members look to the ASA for in general? Finding out what value members expect/want to get from the ASA is something I want to do during my term as president. Why would ASA leaders sit around and assume what members want when we can ask? Let's open communication about what you're looking for, because what one member may be looking to get out of ASA may be totally different than what another finds useful. Do you want more networking events with fellow subcontractors? More events with General Contractors? Maybe your needs are more logistical, such as safety or legal needs? I can sit here all day assume what people are looking for out of ASA, but why not tell us? More to come on this in the future...

Meanwhile, let's get back to having fun and normal life! Many of our great events are coming back at full strength, Meet the GCs and the Awards Gala were back this year with great success! Hope to see you at our dinner meeting on July 21<sup>st</sup>, at Syberg's on Dorsett, where we will welcome our 2021 GC of the Year award winners.

Chris Sauer, TJ Wies Contracting  
President, ASA Midwest Council  
[csauer@tjwies.com](mailto:csauer@tjwies.com) | 314.578.0182

## **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.

**IT IS DUES RENEWAL TIME!**  
**Membership Dues Renewal invoices were sent  
from our national organization in May via email.**

**IF YOU DID NOT RECEIVE YOUR INVOICE  
PLEASE CONTACT [susan@asamidwest.com](mailto:susan@asamidwest.com)**

ASA Midwest Council membership is 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](mailto:susan@asamidwest.com) or 314.845.0855**

**JULY 2021**  
**Monthly DINNER Meeting**

**Syberg's on Dorsett**  
**Wednesday, July 21 2021**  
**5:30 to 8:00 p.m.**

Mark your calendar, and register to join us for the July monthly **DINNER** meeting on Wednesday, July 21st at 5:30 p.m. at Syberg's on Dorsett.

Our speakers for the evening are the **3 GC of the Year Award Winners**, who were announced at our Friday Night Lights Awards Gala on Friday, June 25th 2021.

Join fellow ASA members and our 3 GC of the Year award winners for networking, cocktails, & dinner!

**Tarlton Corporation**  
**McGrath & Associates**  
**Eagan Building Group**

**SYBERG'S ON DORSETT**  
**2430 Old Dorsett Road**  
**Maryland Heights, MO**

**MEETING AGENDA:**

Networking & Cocktails      5:30 to 6:30 p.m.  
Dinner & Announcements      6:30 to 7:00 p.m.  
Program-3 GC of the Year Winners 7:00 to 8:00 p.m.

*Registration includes hosted bar & dinner & Program*

**\$42 ASA Members**  
**\$65 Non ASA Member**

**Register online-[www.asamidwest.com](http://www.asamidwest.com)**  
**by Friday, July 16th to reserve your spot.**

*(Attendees not cancelled by 7.16.21. will be charged per ASA cancellation policy. No refund after 7.16.21., but you may always send someone in your place if you are unable to attend the meeting)*



**2021-22**  
**ASA Midwest Council**  
**Officers & Directors**  
*(Terms July 1, 2021-June 30, 2022)*

**Officers:**

**President**  
*Chris Sauer, T J Wies Contracting*

**Vice President**  
*Dan Tucker, MC Service*

**Secretary**  
*Dennis Voss, Golterman & Sabo*

**Treasurer**  
*Mark O'Donnell, Schmersahl Treloar & Co.*

**Immediate Past President**  
*Rich Russell, Sachs Electric Co.*

**Directors:**

*Steve Cummins, Bell Electrical Contractors*

*Rose Kastrup, CSA Advisors*

*Mark Murphy, Drilling Service Co.*

*Bill Grant, Grant Contracting*

*Scott Meyer, Meyer Painting Co.*

*Ryan Spell, Precision Analysis Inc.*

**Chapter Attorney**  
*Richard Stockenberg,*  
*The Stockenberg Law Firm*

**Executive Director**  
*Susan Winkelmann*

# Top Ten Marketing Mistakes That Cost You Money

**Stephanie Woodcock**  
*Seal the Deal Too*



I recently purchased a Peloton bike. I was doubtful at first. Will this become an expensive clothes hanger? Will I feel like going to my basement to literally spin my wheels?

After setting up my subscription service with customer care, they said – “Welcome to the Peloton family.” “Oh wow. We’re family now? Okay...?” I didn’t quite get it.

Then I took a ride. The virtual live class takes over the screen and you become part of this enthusiastic community. You’re swept away by the vibrance of this brightly dressed and animated instructor telling you that you are the best! You are a warrior. Royalty. And how great you will feel after this climb interval. As a first-time skeptic it was exhilarating.

The bike itself didn’t motivate me, however pretty it looks in my laundry room. But, the live classes with upbeat music did! The unique on-demand classes and celebrity-like instructors made all the difference in wanting to use the bike!

In many ways our marketing is like this bike. If it stays dormant and unused, it’s just an expensive piece of equipment that cost a lot of money with little to no results.

**We’ve got to spin it to win it. Are you “winning” in your marketing plan!? Or are you spinning your wheels?**

**Here are my top ten major marketing mistakes that cost you money:**

## **1. Your website is static, out-of-date, not mobile friendly or too detailed with industry terms.**

User experience matters. In this virtual environment, your website is a good investment. Since 2011 smartphone usage has increased from 35% to over 80%. People buy, look up contact information, products and services on their smartphones. Gain momentum by capitalizing on this here-to-stay trend. Think of your site as a catalog or phone book in the palm of your client’s hand.

## **2. Marketing content is not visually appealing.**

The human brain processes images 60,000 times faster than plain text. About 90% of all of the information transmitted into and through the brain is visual. Too many people think they can do their own marketing content and fail. Do not make your human resources department tackle marketing or attempt to do “graphic design”. Would you let a random person cut your hair? No... Image matters. Graphic design is a science as well as an art. Best to leave it to the experts.

## **3. Neglecting your company’s online presence.**

Like it or not, social media is here to stay. You need to be connecting with your audience, customer base, influencers, employees and peripheral base. LinkedIn is a good place to start. This is the place to share, network, see and be seen. If you don’t even go to the party, you’ll never be seen. And your website will remain in static internet purgatory.

## **4. Not clearly stating what makes your company different.**

Messaging is even more important now in our virtual age. Using industry jargon or feel-good statements does no one any favors, and we all come to a screeching halt. Try not to be too technical or vague in describing what makes you different.

## **5. There is no story that connects with the audience.**

Draw in your client with a question that opens a story loop in the mind. For A/E/C companies, this is usually a problem that you can help solve. Instead of telling people what they need, open a story loop and compel them to want answers.

## **6. Not properly executing Public Relations campaigns.**

This is KEY for our A/E/C industry. Promoting your companies’ achievements through consistent PR campaigns helps further your brand. Highlight project completions, newsworthy events, award wins and nominations, industry news and employee promotions.

## **7. Not maximizing association involvement.**

Even in this virtual age, membership involvement is key. Host a webinar. Sponsor digital events, websites, and then events, when they come back. If you are going to sponsor a big association event, have enough of a presence with people and support material.

## **8. Building a Cadillac website but no one to drive it.**

Companies make a sizable investment into a new website, but have no marketing plan to get it noticed. “If you build it, they will come” does not apply in this case. Increase engagement and drive traffic to the site with social media, electronic marketing, SEO and SEM.

## **9. Only focusing on customer acquisition.**

Success rates of selling to a new customer falls somewhere between 5-20% while the success rates for existing customers is 60-70%. Spending the majority of your budget on customer acquisition versus customer retention is yet another costly mistake many businesses make.

## **10. Your marketing does not connect to a real sales plan.**

The two go hand in hand. A marketing plan without sales engagement is like a bike without wheels. You may have a great seat and all the right tools for the ride, but you won’t go anywhere. Marketing should warm up cold leads and gather new ones.

Just like with any workout, consistency, planning and execution is key. 2021 is time to get back in the saddle. These are just the basics. We have to plan the ride before we start it. And in the words of Peloton instructor Denis Morton: “Start Now. If you wait until the time’s right, you’ll wait forever.”

## CONGRATULATIONS TO OUR 2021 Friday Night Lights Awards Gala Winners!

### General Contractor of the Year

#### Category A

**Tarlton Corporation**

#### Category B

**McGrath & Associates**

#### Category C

**Eagan Building Group**

### MEP Subcontractor

#### Category A

**Murphy Company**

#### Category B

**Aschinger Electric**

### Specialty Subcontractor

#### Category A

**Flooring Systems, Inc.**

#### Category B

**Golterman & Sabo**

### Service Provider/Supplier

**NuWay**

### ASA Legacy Award Winner

*Tom McDonnell, George McDonnell & Sons*

### GC Office Employee of the Year

Brad Davis, Musick Construction

### GC Field Employee of the Year

Steve Moore, Tarlton Corporation

### 2020 Safety Award Winners

|          |                             |
|----------|-----------------------------|
| Div. I   | Murphy Company              |
| Div. II  | Vee-Jay Cement Co.          |
| Div. III | Bell Electrical Contractors |
| Div. IV  | BAZAN Painting Co.          |
| Div. V   | Hayden Wrecking             |
| Div. VI  | George McDonnell & Sons     |

### ASA Safety Cup Award Winner

Aschinger Electric



**For event photos visit [www.asamidwest.com](http://www.asamidwest.com)**

## ***Upcoming ASA Midwest Council Meetings & Events***



- |                            |   |
|----------------------------|---|
| <b><i>July 21</i></b>      | <b>ASA Monthly DINNER Member Meeting</b><br><i>Syberg's on Dorsett-GC of the Year Award Winners</i> |
| <b><i>August 18</i></b>    | <b>ASA Monthly DINNER Member Meeting</b><br><i>Syberg's on Dorsett</i>                              |
| <b><i>September 15</i></b> | <b>ASA Monthly LUNCH Member Meeting</b><br><i>Syberg's on Dorsett</i>                               |
| <b><i>October 4</i></b>    | <b>ASA's 34th Annual Golf Tournament-<i>SAVE THE DATE!</i></b><br><i>Whitmoor Country Club</i>      |
| <b><i>November 17</i></b>  | <b>ASA Monthly LUNCH Member Meeting</b><br><i>Syberg's on Dorsett</i>                               |
| <b><i>December 8</i></b>   | <b>ASA Member Holiday Party Casino Night-<i>SAVE THE DATE!</i></b><br><i>Syberg's on Dorsett</i>    |

**[VISIT WWW.ASAMIDWEST.COM TO REGISTER FOR ANY OF THE ABOVE EVENTS!](http://WWW.ASAMIDWEST.COM)**  
**[Event registration requires member login, contact susan@asamidwest.com with questions!](mailto:susan@asamidwest.com)**

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







**REGISTRATION & SPONSORSHIP INFORMATION COMING SOON**  
**VISIT [www.asamidwest.com](http://www.asamidwest.com) for event details!**

# THANK YOU

**THANK YOU to the MEMBER COMPANIES that attended our last monthly meeting!**

Affton Fabricating & Welding  
 American Steel Fabrication,  
 Aschinger Electric  
 Bazan Painting Co.  
 Bell Electrical  
 Bi-State Fire Protection  
 Boyer Fire Protection

BluSky  
 CarsonAllaria  
 Wealth Management  
 CSA Advisors  
 ELCO Chevrolet Cadillac  
 Foundation Supportworks  
 by Woods

Frost Supply  
 Golterman & Sabo  
 Grant Contracting  
 Hanenkamp Electric  
 Irwin Products, Inc.  
 J.D. Kutter  
 Jarrell Contracting

Knapheide Truck Equipment  
 MC Service  
 Meyer Painting Co.  
 RubinBrown LLP  
 Sachs Electric  
 The Stockenberg Law Firm  
 T J Wies Contracting  
 Vee-Jay Cement Contracting

## **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](mailto:susan@asamidwest.com)  
*ASA Midwest Council has been Building. Community. Since 1967!***



### **DID YOU KNOW?**

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

**[www.asaonline.com](http://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](mailto:lwarholic@asa-hq.com)**



During most years, the month of June is usually quiet as far as legislative activity goes, however, this year is an exception. There has been no shortage of controversy in Jefferson City as the showdown over the FRA tax continues. As we noted in last month's newsletter, the FRA tax is a vital piece of legislation that the General Assembly failed to renew before the end of session in May. Without it, hospitals, nursing homes, pharmacies and ambulance services will lose a critical funding stream that enables them to care for Medicaid patients leaving many facilities unable to continue operation.

As of the writing of this report, an agreement has not been reached between Governor Mike Parson and legislators on the renewal of the tax. Absent an agreement, Parson stated he will not call for a special session to renew the tax and will begin the process of budget cuts to make up the \$1.4 billion funding shortfall caused by the non-renewal. At the center of the disagreement is a provision that pro-life Senators want inserted in the tax extension to prohibit tax dollars from going to abortion services and certain contraceptives. All are hopeful that an agreement will be reached before the deadline is reached and the slashing of the budget begins.

In other news, the Governor has recently signed several bills that were passed during the legislative session, including HB271. The legislation is a wide-ranging local government bill, which includes a provision dealing with the competitive bid process for county governments, allowing them to increase the no bid required threshold from \$6,000 to \$12,000 on purchases or expenditures.

Other legislation approved by the Governor includes SB63, which establishes a statewide prescription drug monitoring program, and is designed to help with the ongoing opioid drug overdose crisis. Missouri had been the only state without such a program.

HB85, also signed by Parson, is a bill designed to prevent the enforcement of certain federal gun laws in the state. The sponsors of the legislation say the measure is designed to prevent federal government overreach, while opponents question the constitutionality of the bill. The City of St. Louis and St. Louis County have filed suit in Cole County Circuit Court to place an injunction on the bill and block its implementation. A hearing date on the suit has not yet been set.

We are still awaiting action by the Governor on the majority of the bills passed during the recent session, including SB262, which is the bill to increase fuel taxes in the state. Parson has until June 30 to make decisions on budget items, and July 14 on policy related bills. The situation remains fluid as everyone waits for the outcome of the above-mentioned FRA tax. Should no agreement be reached, the Governor will likely veto any new budget expenditures and any bills that contain a fiscal note.

Please note, as stated above, there was likely quite a bit of legislative action after the writing of this newsletter – therefore, some of the information contained in this newsletter may be outdated by the time you receive this newsletter. *We 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  
A.L.L. Masonry Construction Co.  
All American Painting Co.  
AME Constructors  
American Burglary & Fire, Inc.  
American Steel Fabrication, Inc.  
Anders CPAs + Advisors  
Aqueduct Plumbing LLC  
Archview Metal Systems Co.  
Archview Services  
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  
BuildPro STL Construction  
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  
Cooperworks Industries  
Corrigan Company  
Drilling Service Company  
Dynamic Controls, Inc.  
ELCO Chevrolet Cadillac  
Empire Fence & Custom Iron Works  
Enterprise Bank & Trust  
Equipment Share  
Fabick CAT  
FastTrac Rentals LLC

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 /Schultz Door 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  
K & K Supply, Inc.  
Kaemmerlen Electric  
Kaiser Electric  
KAM's Mechanical LLC  
Kay Bee Electric  
Kent Companies  
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.  
Luby Equipment Services  
Marketeer, Inc.

Meyer Painting Co.  
MC Mechanical Services  
MJ Products  
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  
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  
The Stockenberg Law Firm  
Stylemaster Apparel, Inc.  
Sunbelt Rentals  
Swanson Masonry, Inc.  
Titan Carpentry LLC  
T.J. Wies Contracting  
Taylor Excavating  
TROCO Custom Fabrication  
UHY LLP  
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](mailto:susan@asamidwest.com) or 314.845.0855*



## **SAFETY**

***A special shout out to our safety award winners (see full list on safety page of this newsletter) Congrats on an impressive safety record during 2020!***

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**

Help ASA Midwest Council continue to grow by introducing someone to all the benefits that ASA Midwest Council has to offer to the STL Construction Community. If you know a subcontractor who would 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 our Membership Committee Chairperson, Chris O'Hagan, JD Kutter. (314) 444-4949 or [chris@jdkutter.com](mailto:chris@jdkutter.com).

## **CONTRACT REVIEW**

ASA Midwest Council maintains an extensive library of contracts, that have been reviewed by our Contract Review Committee. If you would like a specific contract for a local general contractor, please contact Susan Winkelmann at [susan@asamidwest.com](mailto:susan@asamidwest.com) or 314.845.0855

If you have questions regarding the contract review service, contact committee chair, Dick Stockenberg, The Stockenberg Law Firm; [richard@stockenberglawfirm.com](mailto:richard@stockenberglawfirm.com)

## **PROGRAMS**

As we return to in person programming, we are looking for suggestion for upcoming speakers and seminar topics! If you have suggestions for future ASA MWC program topics, please contact our Programs Committee Chair: Chris O'Hagan, [chris@jdkutter.com](mailto:chris@jdkutter.com) or executive director, Susan Winkelmann; [susan@asamidwest.com](mailto:susan@asamidwest.com)

**Be sure to join us Wednesday, July 21st at our monthly meeting, when we welcome our 3 GC of the Year award winners for 2021!**

**Category A | Tarlton Corporation**  
**Category B | McGrath & Associates**  
**Category C | Eagan Building Group**

## 5 CONSTRUCTION SAFETY TIPS TO FOLLOW

In April 2021, there were over 7 million people employed in construction and construction-related fields. With this vast number of craft professionals working to build America, the most important thing the industry can do is ensure their safety.

Since the Occupational Safety and Health Administration (OSHA) was founded in 1971, it has had a significant impact on workplace safety. In fact, within the construction industry, worker injuries and illnesses are down to 2.8 incidents per 100 workers in 2019 from 10.9 per 100 in 1972. The OSHA standard includes training requirements and safety standards that have saved thousands of lives.

There are numerous safety protocols and procedures to set in place – let's explore five of the top ones.

### 1. Implement training and retraining

Safety incidents and accidents in the construction industry can be prevented. Proper training sets the foundation for a safe workplace.

Basic Safety (Construction Site Safety Orientation) – The “Basic Safety (Construction Site Safety Orientation)” module (00101-15) that aligns to OSHA’s 10-hour program. This means that instructors who are OSHA-500 certified are able to issue 10-hour OSHA cards to their trainees who successfully complete the module. Combined with an NCCER credential, the OSHA 10-hour card will show employers a credible and valuable training record.

NCCER’s Construction Site Safety Orientation and OSHA 10-hour training both teach basic hazard awareness, providing an effective way to get introduced to safety concepts. Trainees who complete NCCER’s module from an OSHA-500 certified instructor receive both an industry-recognized credential and OSHA 10-hour card.

Employers who may not have an OSHA-certified instructor on hand can utilize CareerSafe’s online training that results in employees earning their OSHA 10-hour card. CareerSafe’s innovative and interactive program is entirely online and held to high standards. To ensure the rigor of the training, trainees are required to take assessments to complete the course. Recently, NCCER partnered with CareerSafe to recognize employers’ OSHA 10 training in the NCCER Registry and offer their accredited organizations a discount on CareerSafe’s training.

In addition, it can be hard to accurately measure the level of safety training new hires might have received from an apprenticeship, education program or previous employer. Therefore, it is a good idea to review proper safety procedures to ensure any craft professional, novice or experienced, can operate equipment safely and are following safe practices each day.

Continued safety training can include monthly lunch and learn programs, attending safety excellence certification courses or holding targeted safety training sessions. Creating an environment that regularly strengthens these skills will get workers to embrace an effective safety culture.

### 2. Identify potential hazards

Planning, staging and critical thinking can help craft professionals create a safer work environment and minimize dangers in the field.

To identify potential risks, Nova Group introduced the RED Book, a miniature job hazard analysis. Cole Davis, Nova Group, said, “The employees check the boxes of what they are going to be exposed to that day, such as trench cave-ins, hazardous materials or different key hazards, as well as what controls are in place to help minimize their exposure.” Short for Recognize, Eliminate and Discuss, this book promotes good safety practices for craft professionals in construction.

When employees think about their daily tasks or projects prior to the start of the day, they can identify hazards before an issue occurs, reducing risk of injury or illness in the workplace.

### 3. Make sure essential safety equipment is readily available

Wearing the proper safety gear when working in the construction industry may seem like a given. However, it is important to reiterate how effective personal protective equipment (PPE) can be. Craft professionals can use or wear PPE to minimize dangers in the workplace. According to OSHA’s quick card, PPE covers five major categories:

- Eye and face protection
- Foot protection
- Hand protection
- Head protection
- Hearing protection

For added benefit, make sure the right equipment is being worn for the right job. Consider investing in craft-specific PPE, such as specialty gloves for concrete work or welding. From safety goggles to hard hats, hand protection and more, PPE protects craft professionals and fosters a safe working environment.

### 4. Trust safety managers

Safety is not just an individual effort; It requires a team and, in many cases, safety managers. With any project, there can be numerous craft professionals on the job. These professionals solely focus on safety for the entire site.

Safety managers oversee safety fundamentals – from training staff, to implementing steps to prevent accidents and inspecting daily safety procedures. With a strong passion for protecting others, these professionals are equipped to identify hazards and stay up to date on both existing and new regulations.

Embracing the role of the safety manager, in addition to personal measures that minimize risks will ensure that all employees are informed, prepared and most importantly safe when working.

### 5. Utilize mobile technology

According to Pew Research Center, nearly 96% of Americans own a cellphone of some kind and 81% include smartphones. With a majority able to access information at the palm of their hand, mobile technology is allowing communication to happen at a faster speed and with more detail.

Encouraging the use of camera and video tools, employees can share workplace hazards, alert safety departments and be involved in actively mitigating job site hazards. Even utilizing the basic text/call functions, workers on a project can communicate with each other quickly and efficiently.

From sending daily safety reminders to specialized apps or keeping digital copies of safety procedures and regulations on hand, mobile technology can help foster a safer environment by sharing insight in real-time. Safety protocols and procedures are not just about the company or the individual, as the impact of a safety issue goes beyond the walls of the construction site. Every year we in the industry focus on safety, every month we focus on safety and every day we focus on safety.

## Young Workers



Every summer construction sees an influx of young workers who may have no previous work experience or familiarity with workplace hazards.

Last year, the National Institute for Occupational Safety and Health (NIOSH) released a multiyear study of nonfatal workplace injuries in young workers. Over a 7-year period, from 2012 to 2018, an estimated 3.2 million young workers (15- to 24-year-olds) experienced nonfatal, work-related injuries requiring treatment in a hospital emergency department. Compared with adult workers, young workers experience higher rates of job-related injuries.

While overall rates of nonfatal injuries declined over the 7-year period, workers 15–24 years old experienced rates 1.2 to 2.3 times higher than workers 25–44. Workers 18–19 had the highest rate of injuries requiring treatment in an emergency department.

An earlier study reported that 5,719 young workers died from occupational injuries over a 10-year period (from 1998 to 2007).

While work has its benefits, all workers can be injured, become sick, or even be killed on the job. Workers need to know how workplace risks can affect their lives and their families.

Work-related injuries and illnesses are predictable and can be prevented by Identifying hazards at work, evaluating their risks, and predicting how workers can be injured or become sick.

- Recognize how to prevent injury and illness, describing the best ways to address workplace hazards, and applying the concepts to specific workplace problems.
- Identify emergencies that could occur at work and decide the best ways to address them.
- Recognize the employer and worker rights and responsibilities that play a role in safe & healthy work
- Find resources that help keep workers safe and healthy on the job.
- Demonstrate how workers can communicate with others, including people in authority roles, to ask questions or report problems or concerns when they feel unsafe or threatened.

*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.*

## CONGRATULATIONS TO OUR SIX DIVISION SAFETY AWARD WINNERS FOR 2020 & SPECIAL SHOUT OUT TO OUR 2020 SAFETY CUP AWARD WINNER ASCHINGER ELECTRIC!

Murphy Company Division 1

Vee-Jay Cement Contracting Division 2

Bell Electrical Contractors Division 3

BAZAN Painting Co. Division 4

Hayden Wrecking Division 5

George McDonnell & Sons Division 6

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## ***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](mailto:susan@asamidwest.com)***

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# 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
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- 1/4 Page Quarterly \$125/Year
- 1/2 Page Monthly \$500/Year
- 1/2 Page Quarterly \$225/Year
- Business Card Monthly \$125/Year
- Business Card Quarterly \$70/Year
- Whole Page 1X \$300 Per Issue
- Whole Page Quarterly \$900/Year
- Classified Ads \$15 Per Issue



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