JULY 2022

July 13 Monthly LUNCH Meeting Contegra Construction

AUGUST

August 17 BPI in a Box Lunch Syberg's on Dorsett

SEPTEMBER

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

OCTOBER

October 3
ASA Golf Tournament
Whitmoor Country Club

DECEMBER

December 7
Casino Night
Holiday Party
Syberg's on Dorsett

FEBRUARY

February 1 Meet the GCs Expo *St. Charles Convention Ctr.*

For a complete list of all upcoming ASA MWC meetings and events visit our website www.asamidwest.com

As I embark on this next journey in my life I would like to thank Chris Sauer, immediate past president for his commitment of growing this organization. I would also like to thank all the past presidents and board members. They have all helped in growing this great chapter started in 1967. Last but not least, a great big thank you to Susan Winkelmann our Chapter Executive Director and so much more.

As the time was fast approaching for my term as president to begin, everybody was asking what my plans where. My first thought was "Not to mess this up". I thought to myself, How do you make it better? What do you do that so many great people before me didn't do? Then I look back on why I joined in the first place. Everyone's reason might be different. Management told me to join, To network, To grow professionally. My reason was to learn. I tell my kids, If you don't learn at least one thing a day then what did you do?

ASA's Mission statement is

"American Subcontractors Association promotes the rights and interests of subcontractors, specialty contractors and suppliers by building strength in community through education, advocacy, networking and professional growth" So to circle back on what I would like to see come out of my term as President? I would like to continue to learn. If there are any topics that anyone would like to learn more about in our construction industry please reach out to me and we will try to address it.

In closing unfortunately on a sad note. We lost Tom McDonnell, of George McDonnell & Sons. Tom was a past president of ASA Midwest Council and a very involved member for many years. He will be missed by all that knew him! On behalf of the entire family of ASA I would ask everyone to pray for Tom's family as they try to find peace and comfort during this time of mourning.

Dan Tucker
MC Mechanical Services
President, ASA MWC | 314.707.7595 | dtucker@mcservicestl.com



Contegra Construction 3050 W. Clay Street Suite 300 (3rd Floor) St. Charles, MO 63301

Meeting Instructions: Enter through the main entrance and take elevator directly to the 3rd floor. Located in the Carrollton Bank Building.

IT IS DUES RENEWAL TIME!

Membership Dues Renewal invoices were sent from our national organization via email at the end of May!

IF YOU DID NOT RECEIVE YOUR INVOICE PLEASE CONTACT susan@asamidwest.com

ASA Midwest Council membership is only \$945 per year

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

JULY 2022 Monthly LUNCH Meeting

Contegra Construction <u>NEW St. Charles Office</u> Wednesday, July 13, 2022 11:30 a.m. to 1:00 p.m.

Mark your calendar and join the ASA Midwest Council! Register to attend the July 13th monthly **LUNCH** meeting at 11:30 a.m. at Contegra Construction's **NEW** St. Charles office location | 3050 W. Clay St. St. Charles, MO | IN THE CARROLLTON BANK BUILDING | 3rd FLOOR | OVERFLOW PARKING IN CULPEPPERS LOT



CONTEGRA CONSTRUCTION ST CHARLES

3050 WEST CLAY STREET SUITE 300 (3rd Floor of Carrollton Bank Bldg.) St. Charles, MO 63301

MEETING AGENDA:

Networking | 11:30 a.m. to 11:45 a.m. Lunch & Announcements | 11:45 a.m. Program | Overview of Contegra | 12:15 p.m.

Join us for lunch and networking at <u>Contegra's NEW St. Charles office location</u>. Our speakers will be Mr. Russ Henke, Project Executive AND Mr. Jason Prewitt, Director of Preconstruction. Find out about upcoming projects and company updates, and check out Contegra's new St. Charles location.

Registration includes lunch & presentation

\$25 ASA Members (Limited to 50 attendees)

Register online-www.asamidwest.com by Friday, July 8th.

(Attendees not cancelled by 7.8.22. will be charged per ASA cancellation policy. No refund after 7.8.22. but you may always send someone in your place if you are unable to attend the meeting)

2022-23 ASA Midwest Council Officers & Directors (Terms July 1, 2022-June 30, 2023)

Officers:

President

Dan Tucker, MC Service

Více Presídent Dennís Voss, Golterman & Sabo

Secretary
Ryan Spell, Precision Analysis Inc.

Treasurer

Mark O'Donnell, Schmersahl Treloar & Co.

Immediate Past President Chris Sauer, TJ Wies Contracting

Dírectors:

Steve Cummíns, Bell Electrical Contractors

Rose Kastrup, CSA Advisors

Bíll Grant, Grant Contracting

Scott Meyer, Meyer Painting Co.

Ryann Hermann, TJ Wies Contracting

<u>Chapter Attorney</u> Ríchard Stockenberg, The Stockenberg Law Fírm

ASA Midwest Council Executive Director Susan Winkelmann

The Rise of New Media:

What ONE Thing Should Marketing Teams Be Focusing On?

Stephanie Woodcock Too Creative

This is a black and white industry.

In a typical RFP, there are a slew of numbers. Percentages, fixed fees, hourly wages, rate schedules, exclusions... It's as black and white as it gets.

So, as I "paint the picture" of why *content* marketing is important to the bottom line, I'll try to be as black and white as possible.

Words matter.

Every company owner wants more leads. But sadly, it's not point A to point B anymore. Salesperson calls prospect. Converts prospect to buyer. Nope.

Buyers are savvier. It's marketing's job to build trust, create demand and help fill the sales funnel. Trust is not black and white.

Gone are the days where we can get traction from cold calling. Think about your own personal buying behavior. I hang up. I don't have time for cold calls. But when I want to purchase something, I do make time.

I take time to do the frontend work of research and educating myself so I don't have to deal with a fallout of making a wrong decision based on slimy sales tactics. I would rather depend on my own research of a subject than someone who calls me randomly, selling me something. I also tend to trust companies that invest in content to educate me, the buyer.

Content.

Trust Sells. Content marketing is key to building that trust. This should be the number one priority of every marketing team in this industry – increase content marketing. Buyer behaviors are changing. Two plus years of doing most everything digitally has changed the marketing landscape. People are online researching!

Some quick stats:

- $\sqrt{}$ 70% of business buyers find content directly on the company's website.
- √ Content marketing was the most popular B2B marketing strategy in 2020.
- $\sqrt{}$ B2B email marketing produces the highest ROI.
- $\sqrt{}$ LinkedIn is the most effective platform for B2B lead generation.
- √ 52% of B2B buyers say they're "definitely" more likely to buy from a brand once they've read their content.

Because buyers and owners are self-educating and becoming more sophisticated, we have to fine tune our marketing strategy to be where they are looking.

This is called inbound marketing – creating content that someone will find through research, whether it be on your website, a LinkedIn blog post, or in a magazine.

So where are they looking?

- √ Association & Industry Events
- √ Expert Panels & Industry Resources
- √ Online & Print Industry Magazines



- √ LinkedIn
- √ Email Inbox
- √ Company Website

Anywhere that content can be seen, heard and shared.

It goes beyond traditional marketing. Traditional marketing is direct mail, direct email, billboards, one-sheets, flyers, cold calls. They have one static message - buy from me, here's why.

Content marketing is a long form answer that addresses customer pain points and provides solutions. It's white papers, blog posts, articles, press releases, videos and podcasts, where knowledge is centerstage. It's not "buy from me, here's why." It's "trust me, here's why."

The best marketing teams are made up of in house and outsourced marketing experts – who know your industry! Our jobs should be to curate content from the experts and harness thought leadership and insight from team members across department and roles.

Content marketing should not be relegated to those who have free time on their hands or solely salespeople. A brand and its employees are the subject matter experts. The content creators are the content marketing experts.

Hiring an intern to post on your Facebook page is NOT going to suffice for your "content marketing plan."

Content marketing should be present at all levels of an organization. From the company executives keynote speeches at an industry event, to a salesperson closing a sale by sharing a white paper or blog post article, it all seeks to inform, inspire, and reassure a target audience that they are making the right choice.

While it's very possible to measure ROI of your content marketing plan, it also can be difficult. And not as black and white as we may like.

Take paid LinkedIn ads as an example. A user will rarely click a paid ad and immediately convert on the landing page or website. The process may be more gradual. More likely, a user will see a LinkedIn ad, research the company on Google later on, reads a blog or article and then later begin the buying process. That's 3-4 different types of content marketing platforms. If we only measured the value of the LinkedIn ad by the click through rate and leads generated, we would never run a paid social ad again.

Our target audience for content marketing is not finite and easy to predict. The goal of content marketing shouldn't be focused only on known potential buyers, but rather working to build a brand that informs future buyers on problems that they may or may not know they have.

An effective content marketing plan communicates expertise, longevity, flexibility, and problem solving. It's not just about telling a story about history or years of service. It's about instilling trust in a brand, conveying the DNA of that company, establishing credibility and educating for the future. It's not black and white. It brands the past and paints the future. In full color.





FOLLOW US ON FACEBOOK, TWITTER & LINKEDIN!

Upcoming ASA Midwest Council Meetings & Events



July 13 ASA Monthly LUNCH Meeting-Limited to 50 Attendees

Contegra Construction's new St. Charles office

August 17 BPI in a Box LUNCH-Subcontractor & Supplier members only

Syberg's on Dorsett

September 21 ASA Monthly DINNER Meeting

Syberg's on Dorsett

October 3 ASA's 35th Annual Golf Tournament

Whitmoor Country Club

December 7 Casino Night Member Holiday Party

Syberg's on Dorsett

February 1 Meet the GCs Expo

St. Charles Convention Center

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

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





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

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

Acropolis Technology Group Armanino LLP Bazan Painting Co. Bi-State Fire Protection Capital One CMIT Solutions CSA Advisors LLC Enterprise Bank & Trust Foremen Fabricators J D Kutter K & K Supply Marketeer Inc. MC Mechanical Meyer Painting Co.

Midwest Elevator
MJ Products
Montgomery Bank
Murphy Company
P & A Drywall Supply
Precision Analysis, Inc.
R. F. Meeh

Sandberg, Phoenix Schmersahl Treloar The Daniel and Henry Co. The Stockenberg Law Firm T J Wies Contracting United Rentals/Pac Van Vee Jay Cement Contracting



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

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 <u>always</u> 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

Members of the General Assembly that are seeking point after high school graduation. Parson has also up for election, as are 17 of the 34 Senate seats. especially in the cases of agricultural land. Many of those positions are currently held by members that are term limited and cannot seek The Governor and his staff will continue the process reelection, while numerous incumbents are facing of reviewing legislation to determine which, if any opposition from within their own party and must win bills will face the veto pen. Parson has until July 14 their primary election in August before advancing to to make that determination. Should there be any bills the general election in November.

Politicos will be watching a handful of Republican primaries, where candidates have challenged more have an impact on leadership positions in the Senate, there will be some vetoes in the ARPA bill as. especially the positions of President Pro-Tem and Majority Floor Leader, which are two of the most To review all legislative action taken by the Caucus is successful in growing their numbers, we please could see more infighting within the Republican https://governor.mo.gov/actions/legislative-actions. next session.

Regardless of the outcomes of the elections, it is safe Looking ahead, the House Republican Campaign to say that Republicans will continue to hold a Committee will hold their annual summer caucus commanding majority in both the House and Senate from August 10-13. The event is an opportunity for for years to come. We will likely also see a the lobbying corps to meet current and future House Republican win the State Auditor's race in members, fundraising for the Republican caucus, and November, which means Republicans will then hold meetings to set the agenda of Republican House every statewide position on the ballot.

begun the process of signing legislation that was of dollars for the Republican Caucus. passed in the last legislative session. Thus far, he has signed over a dozen of the bills sent to him by the We will continue to keep you posted on legislative General Assembly. One of those bills, HB2149, and election news in Jefferson City and across the allows for occupational licensing reciprocity in Missouri for military employees and contractors participating in the Innovative Readiness Training program as long as they hold a professional license in another state. The bill also allows for the land surveyor exam to be taken by an individual at any

reelection this year have been in full campaign mode signed several public safety related bills, as well as a since the end of the legislative session. As we have bill modifying the use of eminent domain mentioned previously, all 163 seats of the House are proceedings for certain electrical corporations,

> where he declines to take any action, the bills will automatically become law.

ultra-conservative In addition, the Governor continues to review the traditional budget bills passed by the General Assembly. He Republican incumbents. These races are all in safe has until June 30 to sign or veto items in the budget. Republican districts, so the winner of the primary This year's budget action by the Governor is being election will determine who the next Senator will be watched closely because not only will the Governor in those districts. Those outcomes will dictate the be making decisions on the record high FY23 state makeup of the Missouri Senate for years to come. operating budget, he will also be making decisions Should the far-right candidates win, it will grow the on the ARPA spending bill which contains close to membership of the Conservative Caucus and could \$3 billion in spending across the state. We expect

powerful positions in the Capitol. If the Conservative Governor on the bills passed by the legislature, the following go to party and more days of stall tactics and filibusters This link is updated in real time and will give you the most up to date information.

members for the next legislative session. The event is being held at the Hilton Convention Center in In other Capitol news, Governor Mike Parson has Branson, and regularly raises hundreds of thousands

> state as it occurs. 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 Steel Fabrication, Inc. Aqueduct Plumbing LLC

Archview Metal Systems Co.

Archview Services Armanino LLP Aschinger Electric Aspen Waste Systems **Auto Trim Restyling Bazan Painting Company Bell Electrical Contractors** Benson Electric Company

Bick Group

Bi-State Fire Protection Corp.

BluSky Restoration **Boyer Fire Protection**

Budrovich

Building Point Mid-America C.E. Bollmeier Company, Inc. C. E. Jarrell Contracting

Capital One

Central Power Systems & Services

CK Power CK Supply CMIT Solutions CNA Surety CSA Advisors LLC

Century Fire Sprinklers, Inc. **Common Sense Solutions** Cooperworks Industries **Corrigan Company D&L** Painting and Drywall

Drilling Service Company Dynamic Controls, Inc. **ELCO Chevrolet Cadillac**

Empire Fence & Custom Iron Works

Enterprise Bank & Trust **Equipment Share**

Fabick CAT

FastTrac Rentals LLC

Federal Steel & Erection Co. Fenix Construction Co. of STL

Flooring Systems, Inc.

Focal Pointe Outdoor Solutions, Inc.

Foreman Fabricators

Foundation Supportworks by Woods

George McDonnell & Sons

Golterman & Sabo **Grant Contracting** Grasser Electric **Guarantee Electrical** H & G /Schultz Door Inc.

Haberberger, Inc. **Hager Companies** Hanenkamp Electric

Hansen's Tree, Lawn & Landscaping Hawkins Construction & Flatwork

Hayden Wrecking Heitkamp Masonry Ideas4Promos

Imperial Metal Company **Integrated Facility Services**

Irwin Products ID Kutter J.F. Electric I.W. Terrill

John J. Smith Masonry

K & K Supply

Kaemmerlen Electric

Kaiser Electric

KAM's Mechanical LLC Kay Bee Electric

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.

Maxim Crane Works LP Meyer Painting Co. MC Mechanical **MI Products**

Mid-America Carpenters Reg. Council

Midwest Elevator **Mold Solutions** Montgomery Bank Murphy Company Negwer Door Systems

Nu Wav NSC

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. RIP Electric Ravensberg, Inc.

Rock Hill Mechanical Corp.

RubinBrown LLP Sachs Electric Company Sandberg Phoenix Schmersahl Treloar & Co. Seiler Instruments SFW Partners, LLC The Sherwin-Williams Co.

Siemens Sikich LLP

The Daniel and Henry Company The Stockenberg Law Firm Stylemaster Apparel, Inc.

Sunbelt Rentals Swanson Masonry, Inc. Titan Carpentry LLC T.J. Wies Contracting **Taylor Excavating** Too Creative

TROCO Custom Fabrication

UHY LLP United Rentals

UNITS Moving and Portable Storage

Vee-Jay Cement Contracting Vision Electric & Systems Wies Drywall and Construction

Zurich Surety

Each month you will receive an update on the committees within ASA, to keep you informed. on current happenings at the committee level. Below are this month's committee reports. Interested in joining a committee? Contact Susan Winkelmann, ASA Executive Directorsusan@asamidwest.com or 314.845.0855



SAFETY

Lets be **Always Safety Aware**! Check out the Safety page on the ASA website. Member only access to monthly Tool Box Talks is included in your ASA membership! For additional information regarding the ASA Safety Committee, or to join the committee, contact our Safety Committee Co-Chairs:

Rose Kastrup with CSA Advisors at (417) 761-4194 or Steve Williams with Bell Electrical at (314) 447-9071.



CONTRACT REVIEW

The Committee will be considering appropriate language for inclusion in POs and Acknowledgement forms that provide enhanced safety under the Uniform Commercial Code applicable to the sale of goods (not labor.)

If you have questions regarding the contract review service offered to our ASA members, please contact the Contract Review committee chair, Dick Stockenberg, ASA MWC chapter attorney, The Stockenberg Law Firm; richard@stockenberglawfirm.com

MEMBERSHIP

Welcome to our newest ASA member! **Vision Electric & Systems.** Help ASA Midwest Council continue to grow! 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 adding verv focused on auality members. For Additional information contact Membership Committee Chairperson, Chris O'Hagan, JD Kutter. (314) 444-4949 or chris@idkutter.com.

PROGRAMS

Do you have suggestions for upcoming speakers and seminar topics? We want to hear from our members to ensure we are providing the best content possible to meet your needs! If you have suggestions or feedback, please contact our Programs Committee Chair: Chris O'Hagan, chris@jdkutter.com or executive director, Susan Winkelmann; susan@asamidwest.com



Take Advantage of your ASA membership!

You've paid your dues....
Now save money every day!

ASA has partnered with NPP to provide discounts EVERY Day on popular brands and items, such as...

Microsoft Cheryl's Cookies HP myAutoLoan Sherwin-Williams Tirebuyer TrueCar UPS Verizon

+35 companies are partners with us through NPP...and they're adding more all the time. See where you can save!

To see a full list of companies that are part of the ASAdvantage program visit: www.asaonline.com/asadvantage-available-companies/

Step 1: Log in

Step 2: Go to bottom of left-hand menu of InfoHub,

and click on "ASAdvantage"

Step 3: Start seeing where you can save!



For Information & to Register for all FREE Webinars | Event Contact | Jessica Enochs

Email | jenochs@asa-hq.com

Project Documentation 101

Webinar | August10, 2022 12:00 - 1:00 pm (EDT)

In this webinar you will discover simple and easy ways to document your projects.

Primary Practice Areas

Construction Litigation, TxDOT Claims, Heavy Civil Construction, Mediator Brian is a managing partner with the firm. Licensed since 2002, the primary focus of Brian's practice is upon representing contractors and subcontractors in the construction industry. In addition to earning a law degree, he holds a Bachelor's of Science in Architectural Engineering from the University of Texas at Austin. Prior to pursuing a law degree, Brian worked as a design engineer for two of the preeminent civil engineering firms in the nation. He uses his knowledge of TxDOT design and highway engineering to represent highway contractors and assist them in evaluating, preparing and litigating claims arising out of TxDOT projects. In addition to serving as an advocate, Brian is also a certified mediator. His mediation practice is not limited to construction, but instead covers all manner of civil disputes. He has also taught senior and graduate level courses in contracts, liability, and engineering ethics at the University of Texas School of Engineering. Brian was certified in the inaugural class of Board Certified Construction Lawyers.

Practice Emphasis

Brian's practice focuses on the representation of general contractors and subcontractors on both private and public sector projects. Disputes typically involve performance, payment, construction defects, terminations, surety law and design. He regularly assists clients in preparing and negotiating claims, contracts and other complex agreements.

The Cost of Injuries Includes the Price Workers' Pay



Safety professionals know that injuries cost a lot The true cost of taking risks of money. Between medical bills, workers' compensation, and other expenses, the National Getting workers on board with safety initiatives Safety Council estimates that employers may be easier if you remind them of the price collectively spent more than \$160 billion on they pay. An outdoor writer named Bradford injuries in 2020.

Unfortunately, prevention isn't cheap either, and it. He was talking about fancy clothing and resources such as time and money are always houses, lamenting that people traded many in limited supply. Safety professionals may need hours of their lives for things they couldn't enjoy. to create a business case showing the benefits However, a similar concept could be applied to to get approval for a new engineering control or taking risks on the job. safety modification. Even when showing a investment costs.

while the company pays the costs of injuries, to get work done faster. employees pay the price. Cuts and scrapes may employee's lives.

Conditions such as permanent hearing loss from safety procedures. noise exposure, amputations from machinery, soft-tissue injuries that require surgery, or eye hazards that cause blindness are all potentially life-changing incidents.

When making a case for an investment that would eliminate or significantly reduce worker exposure to a hazard, try pointing out that direct costs might be easily quantifiable, but the price that employees pay cannot be assigned a dollar value. The employer should be willing to take all reasonable steps to protect workers from paying that price.

Angier once wrote that the true cost of something is the amount of life that you trade for

positive return, the change might not get You want to protect workers from injuries, and approved for a year or more due to initial that requires eliminating risks. When employees take risks, whether bypassing a machine guard or leaning to the side while working on a ladder. When evaluating these costs, remember that they put themselves at risk, often in an attempt

not impact workers too much, but many Ask them to think about what kind of injuries workplace hazards (especially those that would could happen and why they're taking a risk. If be expensive to eliminate with engineering the consequences could include a hospital visit controls) have the potential to literally change or a few weeks in a cast, that's a lot of "life" to trade for saving a few moments on the job and that's the real cost of taking risks or skipping



INTERESTED IN SPONSORING AN UPCOMING MEETING? ONLY \$250-CONTACT SUSAN@ASAMIDWEST.COM FOR DETAILS!

Vision Electric & Systems

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 <u>first time</u> non member guests are free of charge.

Please register your guest in advance by contacting <u>susan@asamidwest.com</u>

SAVE THE DATE

ASA Meeting Sponsorship

Highlight your company at an ASA Monthly Meeting

Only \$250 to be a meeting sponsor.

What do you get for \$250?

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

Contact Susan Winkelmann susan@asamidwest.com
314 845-0855



Sponsorship Rates

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

•	Website Rotating	\$450/Year
	1/4 Page Monthly	\$300/Year
	1/4 Page Quarterly	\$125/Year
	1/2 Page Monthly	\$500/Year
	1/2 Page Quarterly	\$225/Year
•	Business Card Monthly	\$125/Year
•	Business Card Quarterly	\$70/Year
•	Whole Page 1X	\$300 Per Issue
	Whole Page Quarterly	\$900/Year
•	Classified Ads	\$15 Per Issue



FOLLOW US ON FACEBOOK, TWITTER & LINKEDIN!

Join a committee today.



Membership

(Chris O'Hagan)

Education/Programs

(Chris O'Hagan)

Golf

(Jennifer Church | Steve Cummins)

Advocacy

(Tim Thomas/Walter Bazan, Jr.)

Awards Gala

(Rick Swanson)

GC Expo

(Walter Bazan, Jr. | Tim Thomas)

Safety

(Rose Kastrup | Steve Williams)

Brand Development

(Stephanie Woodcock)

Contract Review

(Dick Stockenberg)



