

NOVEMBER

November 16
BPI in a Box LUNCH
Syberg's on Dorsett

DECEMBER

December 7
Casino Night
Holiday Party
Syberg's on Dorsett

JANUARY

January 18
Monthly Meeting

January-May
Contract Seminar
Breakfast Series
Mason Contractors

FEBRUARY

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

APRIL

April 22
30th Annual Awards Gala
The Four Seasons Hotel

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

NOVEMBER 2022

Happy November! I want to start by saying Thank You! to the ASA board and committees for all their hard work. We just had our largest turnout for our annual golf tournament on October 3rd. That event took a lot of planning and volunteers to make it the success it was. Thank you to all that helped out and for those who attended.

ASA has been busy planning for the upcoming year. The current ASA board and Committee chairs just returned from our annual Fall Strategic Planning Meeting. A total of fifteen people volunteered a Saturday for a brain storming session. A lot of great ideas came out of this meeting. I am extremely excited to see the ideas become reality. Not to give away everything but some of the upcoming reality includes a series of breakfast seminars, a breakfast monthly meeting, and a new Spring/Summer event...stay tuned for more details coming soon!

I was lucky enough to sit in on a Gala committee meeting a couple of weeks ago. All I can say is you won't be disappointed in what they have instore for the 30th anniversary of the Awards Gala. Save the date of Saturday, April 22, 2023 at the Four Seasons Hotel St. Louis.

A few things to make sure you are registered for in the upcoming months includes our BPI in a box on November 16th, the annual Casino Night holiday party on December 7th, and the Contract Seminar 5-part Breakfast series beginning in January and running through May. Make sure to register early for the 21st Annual Meet the GCs expo on February 1st, 2023. The Expo is the best way to kick off a new year with area GCs and the STL construction industry as a whole. Please visit the ASA website for more details on all the upcoming events.

I look forward to seeing you at an ASA meeting or event soon!

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



Syberg's on Dorsett
2430 Old Dorsett Rd.
Maryland Heights, MO

Directions: Exit HWY 270 at the Dorsett Exit. Go east on Dorsett, and left onto Old Dorsett Road to Syberg's.

The ASA WOMEN'S COUNCIL | *She's Built For This*

The purpose of our women's peer group is to become a valuable resource for women in the construction industry and related fields. Our goal is to help woman **Build. Community.** by providing resources needed to build relationships; be a source of information & support; and to provide connections & networking opportunities to all women from our member companies and the STL construction industry as a whole!

For more information & to join our peer group contact the "She's Built For This" committee co-chairs:
Jennifer Church, United Rentals | jchurch@ur.com
Stephanie Woodcock, Too Creative | stephanie@toocreativestl.com
Susan Winkelmann, ASA Midwest Council | susan@asamidwest.com



ASA MEANS BUSINESS

Membership Benefits!
How ASA Helps YOU!

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

Ongoing Work to Improve Laws & Regulations affecting the construction industry

Protecting Your Contract Rights via legislative and contract review activities

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

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

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

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

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

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

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

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

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

Did you know? ASA offers a discount on all your UPS shipping needs thru our ASA UPS Savings Program

Member Savings Include:

50% on Domestic Next Day / Deferred

30% on Ground Commercial / Residential

Up to 50% off International Imports / Exports

Plus, UPS Smart Pickup® service is free

ASA'S 16th ANNUAL CASINO NIGHT *Members Only Holiday Party*

Wednesday, December 7th 2022
Syberg's on Dorsett
6:30 p.m. to 10:00 p.m.

KICK OFF THE HOLIDAYS WITH ASA!



*This is an ASA Member's Only event, but please register and bring your spouse or significant other, and join us for some holiday cheer **ASA style!***

\$85 per person includes
Hosted Bar, Heavy Appetizers, Gaming,
& a Chance to Win Great Prizes!

We will conduct a food drive to benefit the **St Louis Area Food Bank**, so please bring canned goods to donate to this worthy cause. Last year we collected over 500 lbs. of food, which provides meals to the area's most neediest families!



Register at www.asamidwest.com

No shows not canceled by 12.2.22. will be charged per ASA cancellation policy. No refund after that date, but you may always send someone in your place if you are unable to attend the event.

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

What's Your Strategic Marketing Plan in a Changing Economy?

Stephanie Woodcock
Too Creative



The economy is a big topic lately. How does a changing economy affect small businesses and the St. Louis construction industry?

What do we do in an unsettled economy? Get more sales.

Now more than ever sales and marketing teams need to be aligned. Marketing's job is to provide qualified leads for the sales team. Sales' job is nurture those leads and convert them into sales. Companies with better sales and marketing alignment are 67% better at closing sales.

In times of economic uncertainty, we need to go back to the basics. First, we need to know and keep our customer base. Second, we need to maximize the efforts of marketing and sales to increase that customer base. Increasing our market share helps offset any reduced spending that can occur with our regular clients. The two teams need to be aligned to do this. How do you develop an effective marketing strategy in a changing economy?

Build your brand and go back to the basics. Here's how:

#1 - Fortify your existing customer base.

It costs six to seven times more to acquire a new customer than to retain an existing one.

In a downturn, the market can get more competitive, as everyone scrambles for market share. The weakest competitor will get desperate and undercut with price.

Knowing your customers and building up those relationships increases brand loyalty.

Create a customer advisory board. What better way to get that knowledge than through your existing customers?

Use your salespeople. They are the frontline and know the customer. That knowledge is gold and should be maximized by marketing. Marketing teams should be interviewing salespeople and developing plans together on tactics and strategies to increase leads and sales.

#2 - Know HOW your customer is reaching you.

Part of knowing your customer better is knowing *how* they found you. Referrals, associations, supplier/ vendors, online search, Linked In, website leads, email marketing – all are possible ways for customers to find you. Any lead that comes INTO a company through a marketing channel is considered an inbound lead.

For B2B companies, inbound leads are on the rise. Why? The buyer is getting more educated. They prefer to research a company independently because information is so easily accessible.

Knowing *how* they found us helps us know what marketing channels to continue to develop. Creating a better customer journey increases the overall brand experience and loyalty.

#3 - Build Better Brand Position

Every company has a brand position. Your customers are looking at your website to find out what that is. A good marketing team provides the best first impression and a proper "brand position" at a glance.

Because of the rising trend of inbound leads, leading B2B companies increasingly respond to intensifying global competition by putting customer-centricity and experience at the heart of their strategy.

For example, Monsanto transformed itself with an online platform from a supplier of seed and crop-protection products to a *productivity partner*, providing advice on subjects ranging from product selection to sowing and harvest timing.

They saw the trend of more educated buyers and decided to meet that need with more information about the overall market, creating a stronger brand position of being customer driven.

In the same way, we should be thinking about our "brand position." Are our marketing channels portraying our brand position and meeting the needs of our future customers? Marketing is not just for the company's benefit. It's for the customer's benefit.

#4 - Develop Buyer Personas for Ideal Customers

A buyer persona is a target customer profile, describing an ideal customer, what their days are like, the challenges they face and how they make decisions. Knowing what ideal customers need to make decisions helps us craft the best customer journey.

In B2B companies, we know the customer has a unique journey. Relationships go deeper, are long term and usually have recurring sales. They also involve more individuals. Customization is more widespread in B2B than B2C. The stakes are usually higher in B2B deals. One customer could make or break a company.

It's sales and marketing jobs to predict and craft that journey to be as seamless as possible.

#5 - Treat Your Company Like a Publication

Because buyers consume more knowledge, we need to keep feeding them information. That means ramping up our content marketing. It's a dirty job, but someone's got to do it - Write! Content marketing generates *three times* more leads than outbound marketing, with LinkedIn being used by 96% of all B2B content marketers.

Many people within their own company have a tendency to assume others know what they know - the "Knowledge Curse." Once we know something, we find it hard to imagine not knowing it. Our knowledge has "cursed" us. This presents a problem when we want to share our knowledge with our customers. We can't readily re-create the simple problem and solution.

The key to communicating with the customer is finding out what they still don't know about us and giving them those answers. The audience is everything. Many companies can create content but it's not meeting the needs of their target audience.

Simple communication sounds easy, but **simple is not easy**.

The magic in marketing is when you can pave that information highway with effective, simple communication that corrects the information imbalance that can occur between people inside and outside a company.

Simple communication and breaking the knowledge curse is the key to building relationships that will endure through a changing economy. It's a simple formula. Build your brand + Back to the Basics = Better Marketing.

No one knows what you know. Let's change that. And Get Creative.

BUILDING. COMMUNITY. MEET THE GC'S

21st ANNUAL EXPO

Hosted by the American Subcontractors Association - Midwest Council



Wednesday, February 1st, 2023

St. Charles Convention Center



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

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

Advance Registration Required

\$85 ASA Members | \$125 Non ASA Members

After January 18th Registration Deadline | Members \$100 | Non-Members \$140

Visit asamidwest.com to Register | susan@asamidwest.com or 314.845.0855 for information.



Upcoming ASA Midwest Council Meetings & Events



November 16

BPI in a Box Lunch Meeting-Subcontractor Members Only
Syberg's on Dorsett

December 7

Casino Night Member Holiday Party
Syberg's on Dorsett

January thru May

5-part Breakfast Contract Seminar Series
The Mason Contractors-1429 S. Big Bend Blvd 63117

January 18

ASA Monthly Member Breakfast Meeting

February 1

Meet the GCs Expo
St. Charles Convention Center

April 22

30th Annual Awards Gala
The Four Seasons Hotel

[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!





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 recent monthly meeting

*Bazan Painting Co.
Bell Electrical
Capital One
CMIT Solutions
D&L Painting & Drywall*

*Drilling Service Co.
Fabick Rents
FastTrac Rentals
Golterman & Sabo
J&S Industrial Services*

*MC Mechanical
Negwer Materials
Precision Analysis, Inc.
Sandberg Phoenix von Gontard
Schmersahl Treloar*

*SFW Partners
Sunbelt Rentals
The Stockenberg Law Firm
T J Wies Contracting
Too Creative*

The
STOCKENBERG
Law Firm LLC



Mason
Contractors
Association

THE ANATOMY OF A CONSTRUCTION CONTRACT

*Stay Healthy by
Skillfully Using an Addendum
Smartly Avoiding Killer Contract Clauses
Properly Exercising Lien and Bond Rights*

A 5-part Breakfast Series of Educational Seminars for Subcontractors & Suppliers
Presented by Richard Stockenberg, The Stockenberg Law Firm, ASA Chapter Attorney

2023 Dates & Information | 7:00 a.m. Continental Breakfast | 7:30 to 9:00 a.m. Seminar

January 10	The Womb: <i>Scope Letters, Bid Shopping, Bid Qualifications, and Incorporation of Contract Documents</i>
February 14	The Heart: <i>Payment Clauses: Pay-if Paid, Progress, Final; Retainage Bonds; Right to Stop Work for Non-Payment</i>
March 14	The Growth: <i>Change Orders and Back Charges; Indemnification</i>
April 11	The Guts: <i>Price Escalation, Force Majeure, Damages, Labor Clauses, Releases and Waivers of Rights, Termination, Arbitration</i>
May 9	The Protection: <i>Lien and Bond Rights, Lien Waiver Forms</i>

Seminars held at The Mason Contractors | 1429 S Big Bend Blvd, St. Louis, MO 63117

Register for entire series or individual seminars | asamidwest.com to register

ASA Member Price | Series of 5 \$140 | Individual Seminars \$35 per session

Non-Member Price | Series of 5 \$280 | Individual Seminars \$70 per session

The month of October was busy as the Special Session wrapped up in early October and candidates finished off the month campaigning for the November General Elections. Our last update detailed the progress made by the General Assembly on two pieces of legislation dealing with a reduction of the income tax rate in Missouri, as well as the renewal of several agricultural tax credit programs. Those bills were in response to the special legislative session called by Governor Mike Parson. Lawmakers completed their work on the bills on October 4th, sending the bills to the Governor for his signature.

The agriculture bill renewed a handful of programs that had recently expired and placed a six-year sunset on the programs instead of two years in similar legislation passed during the regular session. Those programs include tax credits for modernizing or expanding meat processing facilities, incentives for biodiesel and ethanol producers and retailers, tax credits for sawmills that turn wood waste into energy, and credits for persons establishing urban farms.

The income tax legislation lowers the top tax rate for Missourians from 5.3% to 4.95% next year, followed by additional reductions to 4.5% if certain revenue benchmarks are met. Even with the benchmarks in place, some legislators as well as budget forecasters warn that the tax reductions will deplete state revenues in years ahead, leading to cuts in programs and services.

Once lawmakers approved the above bills, Parson immediately held a press conference the following day, signing both bills into law. The measures will take effect 90 days from the close of the special session. Parson had asked for an emergency clause on each bill, meaning the laws would be implemented immediately upon his signature, but House members balked at that proposal and did not approve the motion.

In other news, Cole County Circuit Court Judge Jon Beetem recently dismissed a lawsuit over the recently enacted photo ID law. The suit was filed by the NAACP after the General Assembly passed HB1878 last session. The NAACP along with the ACLU and others have stated they will continue to press the matter until it reaches the Missouri Supreme Court. The decision means that voters in Missouri will have to show a government issued photo ID to vote in the upcoming November election. Should they not have proper identification, voters may still cast a provisional ballot.

The General Election on November 8 is next on the political calendar. All House seats are up for election and 17 of the 34 Senate seats are on the ballot as well. Political observers will keep a close eye on the United States Senate race between current Attorney General Eric Schmitt and Trudy Busch Valentine, along with the State Auditor's race pitting current Treasurer Scott Fitzpatrick against Alan Green. Polling data shows both Schmitt and Fitzpatrick leading in their respective races handily. Should they both win, Governor Mike Parson will appoint a new Attorney General and a new Treasurer.

Immediately following the November 8 elections, House and Senate members will be selecting new leadership in their post-election caucus meetings. We will be watching those developments, as well as all election results.

We will continue to keep you updated on political events in Jefferson City and around the state as they happen. 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
CliftonLarsonAllen LLP
CMIT Solutions
CNA Surety
CSA Advisors LLC
Cardinal Elevator
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
JD Kutter
J.F. Electric
J & S Industrial Services
J.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
Mid-America Carpenters Reg. Council
Midwest Elevator
Mold Solutions
Montgomery Bank
Murphy Company
Negwer Door Systems
Nu Way
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.
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 Director- susan@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.



MEMBERSHIP

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 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.

CONTRACT REVIEW

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

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



SUBExcel 2023

March 8-11, 2023

Fort Worth, Texas

**The premier education and networking event
for subcontractors,
specialty trade contractors, and suppliers.**

**Come join us for this industry
leading event!**

SUBExcel is the annual national convention of the American Subcontractors Association, a trade association representing construction subcontractors, specialty trade contractors and suppliers. We are planning for 2023 to be our biggest year yet, so make plans now to bring your whole team! Mark your calendars today and prepare for inspiration, new ideas, quality education, and a ton of fun!

Some of the highlights of the 2023 SUBExcel include:

- Speakers and educational sessions that can change the course of your business.
- Industry suppliers exhibiting their game-changing products & services.
- Luxury hotel accommodations.
- Special events, including the ASA President's Welcome Reception, the Final Reception & Banquet, and a variety of fun activities!
- Deep dives into the future of the industry, your chapters and the association as a whole in ASA's task force, committee and council meetings....And much more!

**REGISTRATION INFORMATION COMING
SOON! WATCH YOUR EMAIL AND WEBSITE
FOR DETAILS!**

Situation Awareness



Safety professionals want employees to have good situation awareness and notice hazards before they're affected by them, but sometimes it seems that the most obvious things get overlooked.

Why? The simple answer is tunnel vision, but what tunnel vision actually means is a bit more complex.

The American Psychological Association (APA) defines situation awareness as:

"Conscious knowledge of the immediate environment and the events that are occurring in it. Situation awareness involves perception of the elements in the environment, comprehension of what they mean and how they relate to one another, and projection of their future states. Situation awareness is influenced by a number of factors, including stress; it may be impaired by cognitive tunneling or social tunneling."

Being able to perceive different elements and events in the environment, comprehending what they mean, how they relate and what they may lead to is important to workplace safety. To put it simply, if you don't smell the gasoline, or see the lit match, and fail to understand what the two mean in relation to each other, then you're going to be in trouble.

What is tunnel vision?

While it may seem silly to think that an adult worker would walk into a situation where they wouldn't take notice of an obvious danger like gasoline in the vicinity of an open flame, tunnel vision in the form of cognitive or social tunneling can affect a person's situation awareness.

Cognitive tunneling is defined by the APA as "a psychological state, typical of people concentrating on a demanding task or

operating under conditions of stress, in which a single, narrowly defined category of information is attended to and processed. Cognitive tunneling involves the processing of highly critical task-relevant information, with limited or no processing of secondary information that may also be important to the task."

The APA says social tunneling is "a psychological state, usually associated with a demanding task or stressful environment, characterized by a tendency to ignore social cues that may be relevant to a task, such as spoken commands or alert signals from other people."

In short, if a worker is performing a task that requires a great deal of focus, they could easily miss an obvious hazard. Likewise, if they're feeling stressed to perform a certain task – for example, "We need that truck loaded yesterday!" – that can narrow their focus and cause them to miss important details.

Train workers to pause, engage their brains

What can be done to prevent tunnel vision? The answer lies in training workers to pause and take in their environment.

This is about stepping back, engaging the brain and thinking about the level of exposure.

Workers shouldn't rush into a job without first stopping to think about what they're about to do and where they're going to be doing it. They should take just a few moments to think things through and make themselves aware of any new exposures they're about to get into.

Those few moments should be enough to allow them to think things through rather than just running on autopilot.

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.

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

NO NEW MEMBERS

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

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

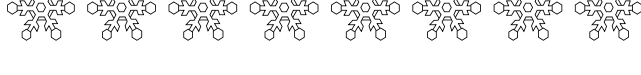
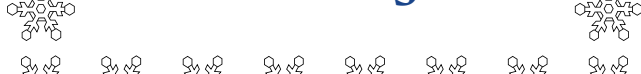
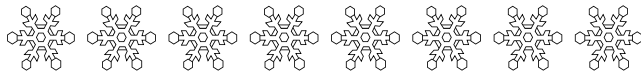


**FOLLOW US ON FACEBOOK,
TWITTER & LINKEDIN!**

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 \$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



**JOIN US FOR
ASA'S 17th ANNUAL
CASINO NIGHT
*Members Only
Holiday Party***



**Wednesday, December 7th
Syberg's on Dorsett
6:30 p.m. to 10:00 p.m.**

**KICK OFF THE
2022 HOLIDAYS
WITH ASA MIDWEST COUNCIL**

**visit asamidwest.com
details coming soon!**

Join a committee today.



Membership
(Chris O'Hagan)

Education/Programs
(Chris O'Hagan)

Golf
(Jennifer Church | Steve Cummins)

Advocacy
(Chris Sauer | 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)



