

JULY 2023

JULY

July 19
Monthly Lunch Meeting
Fabick Rents HQ

AUGUST

August 16
BPI in a Box LUNCH Mtg.
Syberg's on Dorsett

SEPTEMBER

September TBD
ASA/SITE Joint Meeting

OCTOBER

October 2
ASA MWC Golf Tournament
Whitmoor Country Club

DECEMBER

December 6
Casino Night Holiday Party
Syberg's on Dorsett

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

First and foremost, a big thank you to our outgoing President, Dan Tucker. Following in Dan's footsteps, as well as those who preceded him, leaves me humbled, honored, and, frankly, terrified that I will screw this up. However, I find comfort in knowing my predecessors are always ready to offer advice or exchange ideas. Susan Winkelmann's presence at the helm also puts my mind at ease. The reality is this: while I am assuming the title of President, Susan is the one keeping this train on the tracks. I look forward to working with her throughout the year.

So, where to begin as President? Do we focus on a new initiative? Create a new purpose? Start a new event? Between our advocacy work and education, we offer ASA members outstanding initiatives. Our purpose to promote the rights and interests of subcontractors and suppliers in the construction industry has always served us well. And our Gala and Golf Tournament are, without question, some of the best events in the industry.

Where does this leave us, but to promote the wonderful things we've built while also growing our membership and increasing participation?

We currently have 140 member companies locally, and 2200 member companies nationally, but there are more subcontractors and suppliers that would greatly benefit from being a part of ASA. Reaching these companies might be a challenge, but the ASA is an easy sell. We have a lot to offer after all, including our great Safety Committee, BPI (business practice interchange), a very valuable Contract Review committee, and educational and networking opportunities galore, along with just good old-fashioned fun.

Yes, the ASA does indeed speak for itself, but it's up to us to connect with potential new members to share the benefits of this great organization. I look forward to connecting with many of you over the next year. If you have any suggestions, please feel free to reach out to me at any time.

Dennis Voss
Golterman & Sabo
President, ASA MWC
314-402-5444 | DennisV@golterman.com

**Fabick Rents
1 Fabick Drive
Fenton, MO 63026**

**July 19, 2023 | 11:30 a.m. to 1:00 p.m.
Thank you Fabick Rents for hosting the meeting|
ASA members | \$25 | Lunch & program**

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



**July 19, 2023
Monthly LUNCH Meeting**

Fabick Rents

*1 Fabick Drive, Fenton, MO
11:30 a.m. to 1:00 p.m.*

Join us for the ASA Monthly **LUNCH** Meeting on Wednesday, July 19th, 11:30 a.m. to 1:00 p.m. at Fabick Rents in Fenton!



**Thank you to the Fabick Rents team
for hosting us & providing lunch**

Meeting Topic | Your Company Safety Culture

- ✓ Do you have a sustainable safety culture?
- ✓ You might be in OSHA compliance but not out of danger.

FABICK RENTS

**1 Fabick Drive
Fenton, MO 63026**

MEETING AGENDA:

NETWORKING | 11:30 to 11:45 a.m.

LUNCH | 11:45 a.m. to 12:15 p.m.

PRESENTATION | 12:15 to 12:45 p.m.

**Registration includes Lunch, Networking & Presentation
\$25 ASA Members | LUNCH SPONSORED BY FABICK RENTS.**

**Register online-www.asamidwest.com
by Friday, July 14 2023**

(Attendees not cancelled by 7.14.23. will be charged per ASA cancellation policy. No refund after 7.14..23. but you may always send someone in your place if you are unable to attend the meeting)

**2023-24
ASA Midwest Council
Officers & Directors**

(Terms July 1, 2023-June 30, 2024)

Officers

President

Dennis Voss, Golterman & Sabo

Vice President

Ryan Spell, Precision Analysis

Secretary

Matt Tucker, Affton Fabricating & Welding

Treasurer

Mark O'Donnell, Schmersahl Treloar & Co.

Immediate Past President

Dan Tucker, MC Service

Directors

Steve Cummins, Bell Electrical Contractors

Rose Kastrup, CSA Advisors

Scott Meyer, Meyer Painting Co.

Rob Meeh, R.F. Meeh Co.

Ryann Hermann, TJ Wies Contracting

Chapter Attorney

*Richard Stockenberg,
The Stockenberg Law Firm*

ASA Midwest Council Executive Director

Susan Winkelmann

Traditional Marketing In A Digital World: How to Market Efficiently in 2023

Stephanie Woodcock | Too Creative



We are out of sight and out of mind.

Business-to-consumer (B2C) companies are known for making big splashes with first impressions on branding. We can learn a few things from them. First impressions are important.

What's free but priceless. We want more of it and can never get enough?

Time.

We've heard the mantras. Time is money. Making up for lost time. Time is a luxury we don't have. To name a few...

Time takes on a unique dimension in construction. There are various tangible construction realities that revolve around bid due dates, construction completion dates, limited time constraints in complex environments, labor shortages, and time and material. It's easy to lose sight of the true value of time.

What priorities in your marketing strategy are you giving your time to?

Because it shows.

So much tangibly relies on operational, backward-facing tasks that take time, we can lose the intangible value of spending time on our forward-facing marketing.

The key is shifting our focus from spending time, to investing it.

Invest in your marketing.

Marketing is your very first deliverable to the client and your prospects.

Customers notice when you invest your time in them. When you invest time in your website, communications, messaging, brand and identity, they take note.

If time is our most precious commodity, why not spend it on something the customer sees first? Why not spend it on retaining existing clients, gaining new ones, and appreciating loyal ones.

There are no shortcuts. I have had clients who understandably only had time for operations. Marketing was a luxury of time they did not have. Then business stalled or a significant crossroads of change occurred and they shifted to spend TIME on marketing to fix the problem.

An effective marketing strategy is more difficult to achieve when the focus is in on a problem and not a desired result. We shouldn't be scrambling for time when it comes to our marketing. We should plan, process and prioritize.

When it's not a priority, we can miss important opportunities, such as being in front of our client base at events, sponsoring a customer rich association meeting, posting a milestone or achievement on LinkedIn, or writing an article for an industry magazine to position ourselves as a thought leader in our industry.

When we don't invest in our marketing, we can find ourselves trying to recoup lost business, struggle for market share, or simply missing opportunities to connect our marketing with our sales.

Top marketing channels for business-to-business (B2B) companies are websites, video marketing, social media, and email marketing. 70 percent of business buyers find content directly on the company's website. In 2022, 35% of marketers reported that they planned to use video in their marketing strategy for the first time. Content marketing was the most popular B2B marketing strategy in 2020 and continues to rise. LinkedIn, a popular form of content marketing, is the most effective platform for B2B lead generation. (source: Hubspot)

Have a plan for a first impression with each of these channels.

If you are a St. Louis based company in the construction industry, you can also benefit from traditional marketing such as engagement with industry events, association involvement, hosting customer events and advertising in an industry magazine.

Face-to-face marketing works well, because we are a tight knit community, word travels fast, and we all care about St. Louis construction and growth. If you are lucky enough to find yourself in the rich pool of the St. Louis building community, maximize your marketing by using a mix of digital and traditional. Find the pools where your customers live and make a big splash.

I see an important trend for 2023. Event participation and taking the time to network will become even more important to market awareness than before.

Online content is becoming oversaturated. Especially in an industry where everyone knows everyone, word-of-mouth marketing holds extra value. This does not replace digital marketing. A good website and strong messaging through digital platforms is necessary, if not mandatory. But information is abundant and cheap. Time is expensive. People are overwhelmed with research, data and facts. First impressions are even more important. Word of mouth and networking become vital to a marketing plan again.

Time is becoming an even more valuable and rare commodity for people who are good at what they do. Taking the time to attend a networking event and meeting with clients face-to-face is even more vital.

It's a first impression and a lasting impression.

For a lasting impression, invest in consistent marketing for the long haul such as regular press releases and industry news posted to LinkedIn, rather than a quick hit lead generation grab, like Pay-for-Click advertising to get clicks on your website.

Long-term marketing strategies, such as content writing, blogs, website updates, LinkedIn updates, event promotions, and a consistent presence in associations, work best.

Don't spend your time. Invest it. In this rich, unique St. Louis building community, it pays dividends. It's a smaller pool with a well-educated audience that is paying attention. To St. Louis news, development projects, industry news, new hires, promotions, association events, awards, to you.

Marketing as old as time is new again. Traditional marketing in a digital world. Do you spend your time or invest it? Time will tell.

ASA Midwest Council Golf Tournament

October 2, 2023 | Whitmoor Country Club | 11:30 am. Tee Time
Reservations Required

11:30 a.m. Shotgun Start | Scramble Format
All inclusive Registration Only \$295 per person | \$1180 Foursome



REGISTRATION NOW OPEN

**VISIT ASAMIDWEST.COM TO REGISTER
YOUR FOURSOME & PICK YOUR SPONSORSHIP**

Upcoming ASA Midwest Council Meetings & Events



July 19

**ASA Monthly Member *LUNCH* Meeting
Fabick Rents**

August 16

**BPI in a Box *LUNCH* Meeting (Subs & Suppliers Only)
Syberg's on Dorsett**

September TBD

**ASA / SITE Joint Member Meeting
Location TBD**

October 2

**ASA Midwest Council Golf Tournament
Whitmoor Country Club**

December 6

**ASA MEMBER ONLY HOLIDAY PARTY
Casino Night / Syberg's on Dorsett**



SCAN QR CODE TO VISIT ASAMIDWEST.COM TO REGISTER FOR ANY EVENTS
Event registration requires member login, contact susan@asamidwest.com with questions!

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



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**

ATTENTION ASA MEMBERS | Membership Dues Renewal Time!

Dues Renewal payment was due July 1, 2023.

INVOICES WERE EMAILED ON MAY 9TH & June 7th | Payment now due!

If you did not receive your renewal invoice contact susan@asamidwest.com

DID YOU KNOW?

**Your ASA membership is a company membership, so all employees
are members of ASA for the low annual rate of \$945.**

Questions? Contact susan@asamidwest.com | 314.845.0855

THANK YOU to the MEMBER COMPANIES that attended our last Monthly Meeting

*A1 Professional Asphalt
Archkey Sachs
Armanino LLP
Bazan Painting Co.
Bell Electrical
Corrigan Company
D&L Painting and Drywall
Deltek*

*Enterprise Bank & Trust
Golterman & Sabo
JD Kutter
K&K Supply
Luby Equipment
MC Mechanical
Meyer Painting Co.
Midwest Monogram*

*MJ Products Co.
Montgomery Bank
Pipe and Duct Systems
R.F. Meeh
Reinhold Electric Co.
Schmersahl Treloar
SFW Partners
Sunbelt Rentals*

*The Daniel and Henry Co.
The Stockenberg Law Firm
T J Wies Contracting
Too Creative
United Rentals
USI Insurance Services
Vision Electric*

ASA Midwest Council Golf Tournament

October 2, 2023 | Whitmoor Country Club | 11:30 am. Tee Time
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YOUR FOURSOME & PICK YOUR SPONSORSHIP**

The halls of the Capitol were quiet in June as legislators have returned to their home districts for the interim where they are busy with constituent meetings, drafting legislation for next session, and raising money for the next campaign cycle.

In the meantime, members of the General Assembly are waiting for Governor Mike Parson to render decisions on legislation that made its way to his desk with the close of the last legislative session. As of the writing of this article, Gov. Parson has signed eight policy related bills and vetoed a line item in the supplemental budget. The vetoed language was contained in HB15 and amounted to a \$25,000 expenditure earmarked for audit costs within MoDOT. In his veto letter, Parson stated funding for the audit was included in MoDOT's 2024 regular budget, therefore the supplemental funding was not necessary.

Policy related bills signed by the governor thus far include bills which halt gender affirming procedures in the state for minors, as well as legislation that prohibits transgender girls from participating on girls' sports teams. Any school that allows transgender girls to participate on girls' sports teams, would be ineligible from receiving any state aid or any other revenue from the state. Both bills were the subject of much controversy during the legislative session. Other bills signed by Parson include HB131 which allows for biweekly pay for state employees, SB167 which modifies certain requirements for medical certificates for CDL's, and SB25 which allows state income tax deductions for federal grants to expand broadband access.

Although Parson had not yet signed the FY24 budget as of the writing of this article, he had signaled his support of the massive \$2.8 billion earmark to widen and improve Interstate 70 across the state, as well as funding for the initial stages of improvements to Interstate 44 and U.S. Route 63.

The deadline for Gov. Parson to sign the budget related bills was June 30. He has until July 14 to make a determination on policy related bills. Bills that are signed into law will become effective on August 28, unless the bill has an emergency clause or specific date of implementation. Please note, Gov. Parson does not have to actually sign the policy bills. If he takes no action (meaning no veto and no signature) the bill will be deemed signed and become effective on August 28.

In other government news, Maggie Kost, who had led the Missouri Department of Economic Development (DED), recently resigned to become the Chief Business Attraction Officer for Greater St. Louis, Inc. Kost oversaw multiple business attraction and expansion projects during her tenure with the state, which generated over 13,000 new jobs. Governor Parson named Michele Hataway as Acting Director following Kost's departure. Hataway has served in multiple management positions over the last seven years with DED.

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.



**FOLLOW ASA MIDWEST COUNCIL
ON LINKEDIN,
TWITTER & FACEBOOK!**

ASA Midwest Council Members

| | | |
|------------------------------------|-------------------------------------|-----------------------------------|
| A-1 Professional Asphalt & Sealing | George McDonnell & Sons | Negwer Door Systems |
| Acoustical Ceilings, Inc. | Golterman & Sabo | Nu Way |
| Affton Fabricating & Welding | Grant Contracting | O.J. Laughlin Plumbing Co. |
| All American Painting Co. | Grasser Electric | On Site Companies, Inc. |
| AME Constructors | Guarantee Electrical | P & A Drywall Supply |
| American Steel Fabrication, Inc. | H & G /Schultz Door Inc. | Parkway Construction Services |
| Aqueduct Plumbing LLC | Haberberger, Inc. | PayneCrest Electric |
| Archview Metal Systems Co. | Hanenkamp Electric | Pirtek Overland |
| Armanino LLP | Hansen's Tree, Lawn & Landscaping | Pipe and Duct Systems |
| Aspen Waste Systems | Hawkins Construction & Flatwork | Precision Analysis, Inc. |
| Bazan Painting Company | Hayden Wrecking | Professional Metal Works, LLC |
| Bell Electrical Contractors | Heitkamp Masonry | R.F. Meeh Co. |
| Bene Smart | Imperial Metal Company | RJP Electric |
| Benson Electric Company | Integrated Facility Services | Ravensberg, Inc. |
| Bi-State Fire Protection Corp. | Irwin Products | Reinhold Electric, Inc. |
| BluSky Restoration | JD Kutter | Rental Supply |
| Boyer Fire Protection | J.F. Electric | Ritchie Bros |
| Budrovich | J & S Industrial Services | Rock Hill Mechanical Corp. |
| C.E. Bollmeier Company, Inc. | J.W. Terrill | RubinBrown LLP |
| C. E. Jarrell Contracting | John J. Smith Masonry | Sachs Electric Company |
| C&R Mechanical | K & K Supply | Sandberg Phoenix |
| Capital One | Kaemmerlen Electric | Schaeffer Electric Company |
| Central Power Systems & Services | Kaiser Electric | Schmersahl Treloar & Co. |
| Century Fire Sprinklers | KAM's Mechanical LLC | Seiler Instruments |
| CK Supply | Kay Bee Electric | SFW Partners, LLC |
| CliftonLarsonAllen LLP | Kirby-Smith Machinery, Inc. | The Sherwin-Williams Co. |
| CMIT Solutions | Knapheide Truck Equipment | Siemens |
| CNA Surety | Lawrence Fabric & Metal Structures | Sikich LLP |
| CSA Advisors LLC | Leach Painting Company | Stifel Financial |
| Cardinal Elevator | Liberty Mutual Surety | Stylemaster Apparel, Inc. |
| Century Fire Sprinklers, Inc. | Lindberg Waterproofing | Sunbelt Rentals |
| Cooperworks Industries | Linek Plumbing Co. | Swanson Masonry, Inc. |
| Corrigan Company | Luby Equipment Services | Titan Carpentry LLC |
| DJM Ecological Services | Marketeer, Inc. | T.J. Wies Contracting |
| D&L Painting and Drywall | Maxim Crane Works LP | Taylor Excavating |
| Deltek | Metal Supermarkets | The Daniel and Henry Company |
| Drilling Service Company | Meyer Painting Co. | The Stockenberg Law Firm |
| Dynamic Controls, Inc. | MC Mechanical | Too Creative |
| E. Meier Contracting | Mid-America Carpenters Reg. Council | Total Contractors Services LLC |
| ELCO Chevrolet Cadillac | Midwest Elevator | TROCO Custom Fabrication |
| Empire Fence & Custom Iron Works | Midwest Monogram Promotions | UHY LLP |
| Enterprise Bank & Trust | MJ Products | United Rentals |
| Fabick CAT | Mold Solutions | UNITS Moving and Portable Storage |
| FastTrac Rentals LLC | Modern Communications | USI Insurance Services |
| Federal Steel & Erection Co. | Montgomery Bank | Vee-Jay Cement Contracting |
| Flooring Systems, Inc. | Murphy Company | Vision Electric & Systems |
| Foreman Fabricators | National Sales Company (NSC) | 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

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

Did you know ASA Midwest Council has an extensive library of General Contractor contracts on file? These contracts have been reviewed by the Contract Review Committee, and include comments/suggestions of changes you may want to request during your contract negotiations. The contracts are available to ASA members only, and can be requested by sending an email to susan@asamidwest.com

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

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.

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! Who would you like to hear from at a meeting? 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

ASA Announces FASA Cares with Focus on Diversity, Suicide Prevention



The American Subcontractors Association recently announced the re-launch of their Foundation with a new initiative called FASA Cares. In 2023, FASA Cares will focus on two important topics currently facing the construction industry: Diversity & Inclusion and Suicide Prevention. These two initiatives were chosen as priorities because they align with the Foundation's vision of a safe, inclusive, ethical, and ecologically responsible workplace.

FASA was originally established in 1987 as a 501 (c)(3) tax-exempt entity to support research, education, and public awareness. FASA's mission is to "educate and equip subcontractors and suppliers with the education and resources they need to thrive in the construction industry. Additionally, FASA raises awareness about issues critical to and about construction in the United States."

The FASA Cares initiative is designed to connect subcontractors with the knowledge and resources they're seeking to provide support for those in need.

On Diversity & Inclusion, FASA is partnering with BuildCulture.org and their Culture of Care initiative as an Impact Champion. ASA has taken the pledge as an organization and is encouraging everyone in the construction industry to also take the pledge. Access resources and read more here: <https://www.asaonline.com/fasa-diversity-inclusion/>.

On Suicide Prevention, FASA has taken the pledge to Stand Up for Suicide Prevention with the Construction Industry Alliance for Suicide Prevention (CIASP) and is actively offering webinars and education sessions via ASA Chapters and the upcoming SUBExcel conference in Fort Worth, Texas. The construction industry currently has one of the highest suicide rates among all industries. Access resources and learn more here: <https://www.asaonline.com/fasa-suicide-prevention/>.

According to ASA CEO Richard Bright, these initiatives have been a long time coming. "With the complex environment that currently exists in the construction industry and society at large, ASA realized that the Foundation is the ideal vehicle to support our members with these key resources. People need help and they need to know that their peers and their profession will support them. That's why ASA is here and that's what the Foundation is for. We're proud to play a role in raising awareness of these critical issues."

In addition to FASA Cares, the Foundation also provides the industry with The Contractor's Compass, a monthly educational journal that features information, guidance, and practical business knowledge designed to help subcontractors succeed.



Proactively Manage Construction Safety Through Pre-operational Planning



Why are workers getting hurt despite safety standards, programs, policies, procedures, training, and possibly everyone's best efforts? What can be done to reduce losses, avoid accidents, control the cost of risk and improve the bottom line?

Construction operations

Typically, in construction safety management is a separate function from that of operations. The foreman or superintendent oversees operations on site. They manage by planning, organizing, directing, staffing, and controlling the work. This person may be involved before the work is started, while the work being put in place and sometime after the work is completed. The project is driven by the schedule which is based on planned production, and kept on track by leadership and management, problem solving, communicating, expediting, coordinating, recovery planning, and risk management. This is a proactive forward-looking approach to management.

The goal of preplanning is to reduce or eliminate risk, remove barriers and solve potential problems to enable timely production, minimize disruption, increase efficiency, create a safe work environment, lower costs and strive to exceed partner expectations.

So, if accidents and injuries on your construction site continues to cause disruptions and losses despite all the traditional interventions, then it begs the question, can we apply the fundamentals of preoperational planning to worker safety? YES! Since preplanning manages the process, it should be able to effectively deal with and potentially eliminate its undesirable (accidents) side effects.

A research study conducted in the 1980s by the Construction Industry Institute (CII) identified the single most effective tool contractors have to prevent accidents on their work sites as pre-project/pre-task planning. A follow-up study in the 1990s confirmed this again.

Safety management

There are many reasons why safety is managed separately from operations. There are laws requiring businesses to purchase workers compensation insurance to provide funds to take care of injured workers. OSHA regulations have standards on how to deal with hazards on the job, by requiring inspections, workforce training, record keeping, etc.

OSHA can also fine organizations who fail to comply with these standards. All this requires special knowledge, oversight, management and control.

The safety manager is responsible for the workforce's safety. He generally gets involved when the work is being put in place, and primarily interacts with workers during safety inspections which generally may be conducted monthly or possibly weekly, as well as during accident investigations. The safety manager is responsible for interfacing when OSHA visits and the worker compensation insurance carrier's representative.

Companies' accidents and losses impact their cost of risk and ultimately their potential competitiveness in a highly competitive industry. So, controlling losses in the safety area is a key objective of the company's safety function.

Integrating safety into pre-operational planning process

Having the safety manager function as a technical consultant to the people who manage operations, proactively involves safety and risk management throughout the planning organizing staffing, directing and controlling function of the project delivery process. This means that the safety manager has input during the preconstruction, construction, and any possible post construction activities. This approach ensures that safety and risk management are fully and continuously involved in all the construction related activities.

Conclusion

To address worksite safety holistically, safety management must be fully integrated into project operations and the project delivery process. This means making operational staff responsible for worker safety along with the management of other operational risks. This then requires a complete structural change to the safety function. Rather than operating from a reactive stance, looking for existing hazards and unsafe acts.

Safety takes on an active role by providing support and input to the project delivery process as well as construction operations through engaging in preconstruction as well as construction operational activities.

Effective preplanning involves the review of planned operations before and during construction in order to identify and eliminate potential hazards and risk sources. The goal of preplanning is to identify risk during planning before workers are impacted by them while putting work in place. This includes modification of operational risks in order to improve performance, enhancement of productivity, as well as reduction of hazards, which will minimize disruption, increase efficiency, and lower costs.

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 Steve Williams with Bell Electrical at (314) 447-9071.

THANK YOU TO OUR JULY MEETING SPONSOR



STIFEL FINANCIAL

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



**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

ASA Meeting Sponsorship

Highlight your company at an
ASA Monthly Meeting

Only \$250 to be a meeting sponsor.
Includes 2 Meeting Attendees

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



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)

Young Leaders Peer Group
(Ryan Hermann)



Visit asamidwest.com to register TODAY!

