

NOVEMBER 2023

NOVEMBER

November 15

**BPI in a Box Lunch Mtg
Subs & Suppliers Only
*Syberg's on Dorsett***

November 16

**YLPG Networking Event
*TOPGOLF-Chesterfield***

November brings two exciting holidays: deer hunting season and Thanksgiving. Not much to say about deer season other than good luck to all the hunters out there. Thanksgiving, however, is a different story as it is a time to reflect with gratitude on life's many blessings. For me, family, friends, and health come to mind, but I am also thankful for what the ASA has added to my life, both personally and professionally.

DECEMBER

December 6

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

Being a part of the ASA has resulted in numerous friendships. Every meeting or ASA event, I meet someone new. This opportunity is not something I take for granted.

I am also thankful for the resources provided by the ASA, which help me navigate the often-tricky business of construction. One example, an underutilized one I might add, is the vast library of GC contracts evaluated by our own contract review committee, led by Dick Stockenberg of the Stockenberg Law Firm.

JANUARY

January 17

**Member BREAKFAST Mtg
*MAC West***

As we all know, contracts can be challenging to navigate. The terms, clauses, and jargon, well, they can make any non-attorney's head throb with pain. The ASA provides a non-medical solution for that pain, though, with a host of already reviewed GC contracts.

January 31

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

Dick and his team note the tricky wording and potentially problematic clauses, so you will know likely talking or sticking points with your customer. All contracts are different and general contractors often update theirs, but ASA reviewed contracts give you a good starting point for your own review.

APRIL

April 20

**31st Annual Awards Gala
*The Four Seasons STL***

Remember, don't do business alone, the ASA has the resources you need, and it is here to help our members!

I look forward to catching up with everyone at our member holiday party on December 6th, the monthly breakfast meeting on January 17th, and the Meet the GC Expo on January 31st. As always, just visit asamidwest.com to register for all upcoming events & meetings.

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

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

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

November 15 | 11:30 a.m. to 12:30 p.m.
BPI in a Box Lunch | *Subs & Suppliers Only*

ASA members | \$25 | Lunch & BPI Session

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



November 15, 2023
BPI in a Box Lunch Meeting

Syberg's on Dorsett
2430 Old Dorsett Rd | Maryland Heights, MO
11:30 a.m. to 12:30 p.m.

Join us for the BPI in a Box LUNCH Meeting on Wednesday, November 15th at Syberg's on Dorsett. 11:30 a.m. to 12:30 p.m. This meeting is for subcontractor & supplier members only, no associate members allowed for BPI meeting.

Business Practice Interchange (BPI) is an informal share session where ASA member subcontractors & suppliers can share their experiences with projects, general contractors, and owners. Only first-hand information is allowed to be shared. ASA is only providing a forum for the exchange of business information. Information exchanged by members must be current, accurate and first hand.

{ BPI COMPANIES FOR DISCUSSION }

BROSS CONSTRUCTION
CCM CORPORATION
LACLAIR CONSTRUCTION SERVICES
MUSICK CONSTRUCTION
OPUS BUILDING GROUP
PFUND CONSTRUCTION
PLOCHER CONSTRUCTION
POETTKER CONSTRUCTION
SUPERIOR BUILDING GROUP

{ BPI TOPIC }

WHEN, WHERE, & HOW TO USE A SHORT FORM SUBCONTRACT ADDENDUM

Negotiating changes to a GC's standard subcontract form is challenging.

One technique is to try to re-write the form to make it fair - tough to do.

Another is to make changes by use of Addendum - an easier task.

We will discuss when and how to use an Addendum with specific subcontractor-friendly terms.

Presented by Chapter Attorney |
Richard Stockenberg, The Stockenberg Law Firm

MEETING AGENDA:

11:30-11:50 a.m. | LUNCH

11:50 a.m. to 12:30 p.m. | BPI SESSION

Registration includes Lunch & BPI Session

\$25 ASA Members | Subcontractors & Suppliers Only

Register at asamidwest.com by Friday, November 10th

(Attendees not cancelled by 11.10.23..will be charged per ASA cancellation policy. No refund after 11.10.23. but you may always send someone in your place if you are unable to attend the meeting)

ASA'S 18th ANNUAL
CASINO NIGHT
Members Only Holiday Party

Interested in Sponsoring?
Visit asamidwest.com for details
Wednesday, December 6th 2023
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!

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

Register at www.asamidwest.com
(no shows not canceled by 12.1.23. will be charged per ASA cancellation policy. No refund after that date, but you may always send someone in your place!)



Trust Your Gut: Eight Steps to Achieve Effective & Authentic Marketing

Stephanie Woodcock | Too Creative



"A brand is a person's gut feeling about a product or service." - Marty Neumeier

In a world of increasing imitation, imposters, and artificial intelligence, authenticity in your marketing matters.

The term "marketing" gets a bad connotation because of shady intentions and gimmicks employed under its name. People think they are going to get "tricked" into something.

Marketing should be transparent not tricky. Words don't tell the whole story.

Build your marketing around culture, work and actions.

If we interchange the words 'branding' and 'marketing' with "reputation building" we can better understand the goal.

It's to build the *reputation* of a company through the eyes of your customers and their perceptions.

Another uncertainty surrounding "marketing" is that it's not black and white. Or all data driven. It requires emotion and intuition.

Our right and left sides of the brain are involved. Concentrating too much on the data side can come across calculated. Not trustworthy. Concentrating too much on the emotional side can come across as dramatic and not professional.

The right balance portrays the authentic essence of a company. A company is more than facts, data and logic. It is its people, culture, values and reputation.

Build your reputation with your marketing.

It's like meeting a new person. Do our brains assimilate only facts? No. We get a gut feeling of whether we like them or not. Our first instincts are a mix of data and intuition.

So should it be the case in our company's reputation. A mix of data, facts and intuition.

Ultimately marketing is the truth of something. We are trying to portray the essence and truth of our companies.

Here are a few quick tips for building an AUTHENTIC marketing plan.

1. Ditch your mission statement.
No one really believes it. It's 'corporate speak' for telling people what you think they want to hear.

And how authentic are the words "mission" and "statement" anyway?

Instead, build your Community and Culture pages (on your website and beyond). This is more difficult than getting executives in a small room and pounding out a few sentences to put on a wall.

Instead of "mission statement" or "value proposition," interweave your culture and "truth" throughout your branding, content marketing, digital presence and every touchpoint with the customer.

2. Show, don't tell.
Words are cheap. Actions are real. Build a plan to show, not tell. What are our values and how will we SHOW them. A bullet list of 'Core Values' on our website doesn't accurately portray a company's reputation.

Bring energy to your company's reputation by getting on LinkedIn! Show your company's culture, work and action in real time. Make it timely AND transparent.

Invest in more video to show action, work, and culture. You can't hide behind words here. You see the nonverbals, the energy, and the essence of a company through video.

3. Focus on Your Best Assets – Your people.
Your people are your best reputation builders. If they aren't happy, it will affect your brand (reputation). Culture at its best is when the brand (reputation) of the company is embodied and believed by the company's employees. It's a walking mission statement.

4. Match your company personality with your professional assets, sales materials, and marketing strategy.
It's like dressing well for an interview. Make a good first impression with your marketing materials. Especially when you don't have the job yet. First impressions matter. But make an impression that is consistent with what you will provide long term for your clients.

5. Be consistent.
The fastest way to build trust and a good reputation is to show up. Be consistent in your marketing. Develop a "brand voice" that portrays your real purpose. It's helpful to start backwards here. What do you want to accomplish and how will get there with a step-by-step process. Don't start a marketing plan that you can't deliver on. You'll lose trust AND brand reputation.

6. Think beyond tactical.
It's easy to think of marketing as tactical only. How do we get more leads? What email marketing platform should we use? How do we measure ROI?
Intuition and gut feelings about your brand – your reputation – are just as important as tactics, if not more. What does your intuition tell you? Does what you are doing daily in your marketing align with the big picture of your culture and values? Is it genuine and transparent?

People will respond to marketing built on transparency and authenticity with a greater purpose than just getting a website click or like on social. Being authentic is difficult. It requires being present, listening to your intuition, and clearly stating your purpose without ulterior motives.

7. Don't compartmentalize marketing.
Authenticity in marketing extends beyond your campaigns and marketing departments. Every touchpoint of the customer throughout the company builds reputation. Being consistently transparent and true to your brand values only deepens customer trust and loyalty.

8. Keep your promises.
A brand promise is like a real promise. It's not about the words or the fancy new look of a brand. It's not what you think they WANT to hear. It's intentional authenticity. Our brand promise is closely aligned with our culture. Both should have a purpose that resonates with our clients. Your clients want to trust in both your capabilities AND your character. A brand promise is the purpose behind marketing's message. People know when a company OR person is not being true to itself. They spot discrepancies between the brand's words and actions.

These things are difficult in marketing and branding, as they are in life. Reputation is everything, but worth the investment. Everything good is. The key to great marketing (as in life) is to be genuine, find your truth, and trust your gut.

BUILDING. COMMUNITY. MEET THE GC

REGISTER TODAY

Hosted by the American Subcontractors Association - Midwest Council



Wednesday, January 31st, 2024

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 19th Registration Deadline | Members \$100 | Non-Members \$140

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



visit asamidwest.com
or scan
QR Code to register today!

Upcoming ASA Midwest Council Meetings & Events



- November 15** ***BPI in a Box Lunch Meeting-Subs & Suppliers Only
Syberg's on Dorsett***
- November 16** ***Young Leaders Peer Group Networking Event
TOPGOLF-Chesterfield***
- December 6** ***ASA MEMBER ONLY HOLIDAY PARTY
Casino Night | Syberg's on Dorsett***
- January 17** ***ASA Monthly Member BREAKFAST Meeting
MAC West***
- January 31** ***Meet the GCs Expo
St. Charles Convention Center***
- April 20** ***31st Annual Awards Gala
The Four Seasons Hotel STL***



[SCAN QR CODE TO VISIT ASAMIDWEST.COM TO REGISTER FOR ANY EVENTS](https://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(X) & LinkedIn
Follow ASA Midwest Council
for the latest news and information!*





A festive blue poster for a 'Casino Night' event. At the top, there are illustrations of casino chips, playing cards (Ace of Spades, Ace of Hearts, Ace of Clubs), and a large star with a smaller star inside it, all set against a background of small white stars. Below these illustrations, the words 'CASINO NIGHT' are written in large, bold, yellow, serif capital letters. Underneath the title, the text 'KICK OFF THE HOLIDAYS WITH ASA' is in white, followed by 'Member Holiday Party' in yellow. The date and time 'December 6, 2023 | 6:30 to 10:00 p.m.' are in white, and the location 'Syberg's on Dorsett' is in white with 'sponsorships available' in yellow below it. A price of '\$85 Includes' is shown in white, followed by 'Food | Drinks | Gaming | Prizes' in white. At the bottom left is the ASA Midwest Council logo, which features a stylized 'A' inside a white arch with the text 'ASA MIDWEST COUNCIL Building Community' below it. At the bottom right is a yellow and orange rounded rectangular button with the text 'ASAMIDWEST.COM TO REGISTER' in white.

CASINO NIGHT

KICK OFF THE HOLIDAYS WITH ASA
Member Holiday Party

December 6, 2023 | 6:30 to 10:00 p.m.
 Syberg's on Dorsett
sponsorships available

\$85 Includes
Food | Drinks | Gaming | Prizes

ASA
 MIDWEST COUNCIL
 Building Community

ASAMIDWEST.COM TO REGISTER

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*

2024



**ASA AWARD NOMINATIONS
NOW OPEN | DUE 11.30.23.**

**DIDN'T RECEIVE YOUR BALLOT VIA EMAIL LINK?
CONTACT SUSAN@ASAMIDWEST.COM**

**SAVE THE DATE
4.20.24. | ASA AWARDS GALA
THE FOUR SEASONS HOTEL STL**



At the recent ASA Midwest Council Golf Tournament, ASA Member Andrew Dillard with Ritchie Bros held a contest. The winner of the equipment pricing competition was Darin Bals with Musselman and Hall. The final price was \$69,500 and Darin's guess missed that amount by only \$127, so he was the winner of a cooler prize pack!

It's been a fairly quiet month in Jefferson City as legislators are spending their time in their home districts preparing their legislative agenda for the upcoming session that begins in January, while some are gearing up to run for higher office.

There have been a few newsworthy items coming from the House of Representatives, where a dust-up occurred recently over a proposed contract for some IT related services in the lower chamber. At issue is a software program used by House members to manage constituent information services. In a report released by The Missouri Independent, which is a news organization covering state government, fingers were pointed at House Speaker Dean Plocher who had apparently pushed for the legislature to possibly contract the constituent services program with a private company. The current system used by House members is an in-house program developed by the House IT staff and has been used by members for many years. After reviewing the option to outsource the program, a decision was reached by a legislative committee to continue using the in-house program, but not before staff members made statements that they had "growing concerns of unethical and perhaps unlawful conduct" by Plocher in his desire to outsource the services. The issue drew the attention of law enforcement, as an FBI agent attended the committee hearing when the issue was brought up for discussion. No charges have been brought against Plocher who issued a statement saying that "No one has asked, received, nor will receive, any special treatment in regard to software contracts or any contracts while I am speaker." Plocher has announced his intention to run for Lieutenant Governor in 2024 and is being challenged by Senator Holly Rehder in what will be a hotly contested Republican primary.

Speaker Plocher made the news again in mid-October, as he fired his chief of staff in an abrupt and unexpected move. In a letter to House members, Plocher noted that the office of chief of staff had been "vacated." Many in the Capitol were surprised by the abrupt ousting of long-time staffer Kenny Ross. Ross's experience and institutional knowledge will be hard to replace as he has been a respected House staffer having served under the previous four House speakers. However, that institutional knowledge now will head to the Senate. Less than an hour after the announcement Ross had been let go, Senate President Caleb Rowden announced that he had hired Ross to serve as Director of Strategic Initiatives in the Missouri Senate. Plocher has not issued any additional statements regarding Ross.

The controversies outlined above could point to strained relationships between House and Senate Republicans for the upcoming legislative session. Another complicating factor is the number of current elected officials running for higher office. In addition to Plocher and Rehder facing off for Lt. Governor, Senators Caleb Rowden, Denny Hoskins, and Representative Adam Schwadron are all vying for Secretary of State, while a handful of Republican House members are running against each other for several Senate positions. Many Capitol observers believe this will be a recipe for excessive grandstanding on the House and Senate floor and very little productive legislative activity. We will continue to keep you updated of any political happenings in Jefferson City and around the state. *Nikki Strong, Strong Consulting Group.*



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

ASA Midwest Council Members

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



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.

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

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

SUB Excel

MARCH 6-9

2024

SAVE THE DATE

**The Premier Education and Networking
Event for Subcontractors, Specialty Trade
Contractors and Suppliers**

**SUBExcel is like no other convention in
the world, so it only makes sense to hold
our 2024 edition in a city like no other in
the world - New Orleans, one of the most
historic cities in America.**

**World class music, food, architecture, and
history. Birthplace of jazz, historical
center of commerce, and a cultural
attraction for people worldwide.**

**Sure - you're here to learn, hash out
subcontractor concerns with colleagues,
network, and reconnect with folks you
haven't seen. But New Orleans is perfect
for all of it!**

**Join us at SUBExcel March 6-9, 2024, and
renew your love of this unique city with
colleagues, friends, and family!**

**Visit (for convention information & registration)
https://www.asaonline.com/2024_subexcel/**



Secure Cargo to Help Protect Life and Property



According to the National Highway Traffic Safety Administration (NHTSA), about 730 people are killed and 17,000 more are injured because of objects in the road each year. 81% of these crashes involve unsecured cargo on passenger vehicles.

When it comes to vehicle safety, avoiding collisions between vehicles is the foremost concern. There is another important aspect of vehicle safety that is often overlooked: cargo securement. Whether it is a commercial motor vehicle making a delivery, a pickup truck transporting equipment to a job, or someone moving furniture on top of their car, proper cargo securement is critical to helping prevent accidents. Improper cargo securement can lead to a number of bad outcomes including:

- Load striking another vehicle, cyclist, or pedestrian
- Damaged or lost load
- Vehicle instability or rollover due to cargo shifting
- Environmental damage
- Vehicle being placed out-of-service

Issuance of citations to driver or business

The goal of cargo securement is to help prevent cargo from leaking, spilling, blowing, or falling from the vehicle as well as to prevent cargo from shifting on or in the vehicle. The Federal Motor Carrier Safety Administration (FMCSA) has defined cargo securement requirements for commercial motor vehicles. Specifically, FMCSA requires cargo securement systems be able to withstand forward force (80 percent of cargo weight), rearward force (50 percent of cargo weight), lateral force (50 percent of cargo weight), and upward force (20 percent of cargo weight) to prevent cargo shifting.

In addition, cargo should be secured in one of three ways:

1. It can be transported in an enclosed vehicle that has walls of adequate strength, near a vehicle wall or other cargo so that there is no significant shifting or tipping.
2. It can be immobilized by a combination of structures of adequate strength, blocking and bracing to prevent shifting or tipping.
3. It can be secured with tiedown assemblies (chains, wire rope, steel strapping, synthetic webbing, cordage), dunnage, shoring bars, or a combination of these. Chocks, wedges, or cradles are needed to secure items that have a tendency to roll.

FMCSA regulations detail additional requirements for cargo securement devices/systems and minimum number of tiedowns based on cargo characteristics (length and weight). Furthermore, there are commodity-specific requirements for commodities identified as most difficult to secure. These requirements can be found in 49 CFR 393, Subpart I - Protection Against Shifting and Falling Cargo.

It is important to inspect cargo to ensure that it is properly secured. FMCSA regulations require that cargo and securement devices be inspected before taking the vehicle on the road, within 50 miles of the start of the trip, and at regular intervals afterward (every 150 miles, every 3 hours of driving, or after each duty status change, whichever comes first).

Securing cargo in passenger vehicles

The general principles of cargo securement can be applied to passenger vehicles. It is a best practice to secure cargo with straps, rope, or cargo netting. Always use rated equipment whenever possible. Large objects should be tied directly to the vehicle or trailer and consider covering the entire load with a sturdy tarp or cargo netting. Balance the load properly to help avoid instability during travel. Your vehicle will drive differently when it is loaded due to the additional weight. Also be mindful of space limitations and do not load excessive amounts of cargo in or on the vehicle or trailer. Before departing, double-check your load to make sure it's secure and stop periodically on your journey to make sure cargo has not shifted. Finally, if you are uncertain about how best to secure the load, consider hiring a professional.

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

NO NEW MEMBERS THIS MONTH

*Help ASA Midwest Council continue to grow, by inviting someone who would benefit from ASA membership, to join us at the next monthly meeting.
All first time non member guests are free of charge.
Please register your guest in advance by contacting susan@asamidwest.com*

Mental Health Resources:



JOIN US FOR
**ASA'S 18th ANNUAL
CASINO NIGHT**
*Members Only
Holiday Party*

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

KICK OFF THE
2023 HOLIDAYS
WITH ASA MIDWEST COUNCIL
*visit asamidwest.com
to register today!*

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)



