

## JULY

**July 17**

**BPI in a Box Lunch**  
***Syberg's on Dorsett***

## SEPTEMBER

**September 18**

**HAPPY HOUR**  
***4 Hands Brewery***  
***The District***

## OCTOBER

**October 7**

**ASA MWC Golf**  
**Tournament**  
***Whitmoor Country Club***

**October 16**

**Member LUNCH Meeting**  
***Hankins Construction***

## NOVEMBER

**November 20**

***Member Breakfast Mtg.***

## DECEMBER

**December 4**

**Member Holiday Party**  
***Syberg's on Dorsett***

## JANUARY

**January 29**

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

*For a complete list of all  
upcoming ASA MWC  
meetings and events visit  
[www.asamidwest.com](http://www.asamidwest.com)*

## **JULY 2024**

As we look back on the history of ASA and our Midwest Council chapter, we need to be thankful to all of those that came before us. So, as I begin my presidency, I would like to thank Denny Voss for his service as president this past year, as well as his years of service to the Midwest Council before that. Also, we all would be lost without the help and dedication of our executive director Susan Winkelmann. A big thank you to all the past presidents, past and present board members, and past and present committee chairs.

The American Subcontractors Association has been in existence since 1966. But think of how it started, it was a single lane gravel road. But as it has grown, we have made improvements to that road, and made it wider so that we have room for everyone. Then intersections were built, with new chapters in new cities founded through the years, ever expanding their reach. Our ASA Midwest Council chapter was founded in 1967, and while we are just one of those intersections, we have developed our own path as well. All of you, the subcontractors, service providers and vendors, have helped establish this well-built system with innovative ideas and improvements along the way. Our organization was built on the backs of so many, and we want to continue that growth in the future.

Denny has set a high standard for growth. In his term as president, we grew rapidly, adding 24 new members! I only hope to continue that growth and the improvement of the organization we are all so proud to be a part of, now and in the future. I look forward to catching up with you at an ASA event soon.

Ryan Spell

Precision Analysis, Inc. | President, ASA MWC  
314-566-7172 | [spell32@gmail.com](mailto:spell32@gmail.com)

**SYBERG'S ON DORSETT**  
2430 Old Dorsett Road |  
Maryland Heights, MO 63043

**July 17 | 11:30 a.m. to 12:30 p.m.**  
**BPI in a Box LUNCH Meeting-Subcontractor & Suppliers Only**

**\$30 per person | Includes Lunch & BPI Session**

**ATTENTION ASA MEMBERS | TIME TO RENEW YOUR MEMBERSHIP**

**Dues Renewal payment due by June 30, 2024**

**INVOICES WERE EMAILED MAY 15th & June 18th from [membership@asa-hq.com](mailto:membership@asa-hq.com)**

**If you did not receive your renewal invoice contact [susan@asamidwest.com](mailto: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](mailto:susan@asamidwest.com) | 314.845.0855**



## 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** Programs 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

2024-25

## ASA Midwest Council Officers & Directors

*(Terms July 1, 2024-June 30, 2025)*

### Officers

#### *President*

*Ryan Spell, Precision Analysis, Inc.*

#### *Vice President*

*Matt Tucker, Affton Fabricating & Welding*

#### *Secretary*

*Scott Meyer, Meyer Painting Co.*

#### *Treasurer*

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

#### *Immediate Past President*

*Dennis Voss, Golterman & Sabo*

### Directors

*Jon Brown, Archkey/Sachs Electric*

*Rose Kastrup, CSA Advisors*

*Rob Rolves, Foreman Fabricators*

*Rob Meeh, R.F. Meeh Co.*

*Ryan Hermann, TJ Wies Contracting*

*Stephanie Woodcock, Too Creative*

#### Chapter Attorney

*Richard Stockenberg,  
The Stockenberg Law Firm*

#### Executive Director

*Susan Winkelmann*

## Use Your Company's Talent & Intellectual Capital to Win Marketing Gold

Stephanie Woodcock | Too! Creative



In the AEC (architectural, engineering, construction) industry, marketing challenges and priorities differ from a company that sells a specific product or widget.

AEC companies don't have a widget to sell. Rather, they are selling owners their talent and intellectual capital.

Talent *and* intellectual capital.

The term intellectual capital is defined as the value of a company's employee knowledge, skills, business training, or any proprietary information that may provide the company with a competitive advantage. It's considered an asset and includes all informational resources a company has at its disposal to drive profits, gain new customers, or improve the business. It includes intangibles that improve the company's bottom line.

That's our intellectual capital.

It's a secret weapon to getting business.

How do we represent *both* in an owner presentation and throughout the sales cycle?

In a presentation, we can't be too snazzy or slick in marketing. We need to know enough about the process to showcase the essence of your company's quality. Give your firm's intangible assets meaning to show how they all contribute to the bottom line *for your client*.

### THE CHALLENGE

**Problem #1:** The non-physical attributes of services might be tough for purchasers to visualize.

**Problem #2:** The technical aspect can become a deterrent to understanding the full capabilities of an AEC company.

**Problem #3:** We risk oversaturating presentation meetings with technical jargon.

The fact that every project is so different differentiates our industry from most others.

Every project – even within a specialty – is different. For example, a heavy industrial project has site conditions, design loads and permitting requirements that vary widely from sites even in the same region.

When goals aren't clear because they are not presented in an understandable manner, justifying the purchase becomes harder for the owner and the value of these services might not be communicated clearly and effectively.

As an AEC firm, define your prospective client's goals. Is the owner/buyer prioritizing design-build, innovation, sustainability, fixed price, a budget-friendly delivery or an accelerated schedule? How will your "capital" address those goals?

**Marketing Tip:** In your presentation, admit right away the challenges that the AEC company faces.

Some of our services are more technical than others. The value of these services might not be immediately absorbed in this first meeting with the project owner. There are more details and explanations in this proposal. We are not going to be able to address all technical questions in this meeting. But here are our core capabilities that will address the overall project demands and owner goals.

**The Solution:** Our goal is to market multifaceted, intangible assets to create a tangible demand for our "product."

By giving a company's intangible assets *context* and making it accessible to the buyer, we increase demand and lead generation.

We can't do this by "dumbing it down." Buyers and owners are smart. We have to market ideas and content with the intention of drilling down into the hard facts and data of our proposal and brief.

How do we best set the stage for the technical jargon we will be presenting in our proposal? We do this with a balance of showing our work process and innovation, but also giving recognition to how we got there. We show them the process as well as the "product." Your internal marketing team needs to know enough about the process to express it in understandable terms, and when to turn it over to the technical team to relay the technical aspects of the project.

Marketing needs to help make all that relatable. It's a team effort. In other words, everyone needs to know and love the "secret sauce." Everyone needs buy into what makes the company great.

No matter your product, service or technical data, people respond to emotion and relationship – and to trust. Making that connection between technical jargon/facts and processes to our overall company culture and identity helps establish trust.

Marketing connects the dots. It is not extraneous.

Quality, talent, intellectual capital and culture are not easily understood terms until they are given context and a story. Marketing does that. And when a story is told about how your intellectual capital helped achieve a client's goal, then we have marketing gold.

Case studies are a great way to tell that story. Direct quotes from employees, clients, trade partners and partners – specifics about the technical difficulties in a project and overcoming those with innovative and proprietary solutions – all add to the magic of explaining your firm's intangible assets.

In fact, once you have your marketing message established, knowing precisely how to tell this story well builds intellectual capital, too.

Some AEC companies are prone to ignoring the need for marketing, thinking they are exempt because their product and service is so serious and complicated. But technical jargon without a message or throughline will miss the mark, going by the wayside as uninteresting and not understandable, with no story or glue to make it stick.

Many companies in our industry are consolidating. Construction companies own engineering or manufacturing companies or vice versa. All have technical data to sell. Customer profiles are different. One customer is an owner, one is a contractor or engineer, supplier, developer, dealer, distributor. All have technical intangibles to sell.

Each company needs to identify and create customer profiles, while maintaining brand culture and maximizing brand positioning to increase cross selling.

Catering the marketing tactics, while also keeping the marketing strategy consistent across all sister companies or business units, is essential.

AEC firms improve the quality of life for communities. They are making a difference in the world. That story – no matter how technical – needs to be told.

*Stephanie Woodcock is president of Too! Creative.*

## **ASA Midwest Council needs your time and talent!**



**Are you a new member looking to get more involved with the ASA?  
Or perhaps you are a long time member, and have never joined a committee!**

**We are always looking for committee members to assist with our  
quarterly events, as well as the ongoing committees,  
that help run the organization & further ASA's goals!**

**If you are interested in joining a committee, contact executive director,  
Susan Winkelmann 314.845.0855 or [susan@asamidwest.com](mailto:susan@asamidwest.com)**



**INTERESTED IN JOINING?  
WE ARE LOOKING FOR EMERGING LEADERS  
IN THE STL CONSTRUCTION COMMUNITY**



**For Information Contact-Ryan Hermann | YLPG Chair | [rhermann@tjwies.com](mailto:rhermann@tjwies.com)**

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



<b><i>July 17</i></b>	<b><i>BPI in a Box Lunch Meeting-Subcontractor &amp; Suppliers Only Syberg's on Dorsett</i></b>
<b><i>September 18</i></b>	<b><i>Happy Hour 4 Hands Brewing Company at the District   Chesterfield</i></b>
<b><i>October 7</i></b>	<b><i>37th Annual Golf Tournament Whitmoor Country Club</i></b>
<b><i>October 16</i></b>	<b><i>Member LUNCH Meeting Hankins Construction Office</i></b>
<b><i>November 20</i></b>	<b><i>Member BREAKFAST Meeting Location-TBD</i></b>
<b><i>December 4</i></b>	<b><i>Member Holiday Casino Night Syberg's on Dorsett</i></b>
<b><i>January 29</i></b>	<b><i>23rd Annual Meet the GC Expo St. Charles Convention Center</i></b>



***SCAN QR CODE TO VISIT ASAMIDWEST.COM  
TO REGISTER FOR EVENTS & MEETINGS***

***ASA Midwest Council is on  
Facebook, Instagram, X & LinkedIn***

***Follow ASA Midwest Council  
for the latest news and information!***



# OCTOBER 7, 2024



MIDWEST COUNCIL

## 37TH ANNUAL GOLF TOURNAMENT

#asabuildingcommunity | #asabuildingfun  
education | advocacy | collaboration  
[asamidwest.com](https://asamidwest.com) to register



SCAN QR CODE TO REGISTER FOR GOLF TOURNAMENT

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**THANK YOU to the MEMBER COMPANIES that attended our CITYPARK Networking Event**

*A1 Professional Asphalt  
Affton Fabricating & Welding  
American Steel Fabrication  
Associated Bank  
Bazan Painting Co.  
Boyer Fire Protection  
Budrovich Companies  
C Three Business Consultants  
Cardinal Elevator  
CLA*

*CNC Foundations  
D. Johnson Painting Co.  
Deltek ComputerEase  
Enterprise Bank & Trust  
Focal Pointe of St. Louis  
George McDonnell & Sons  
Haberberger, Inc.  
Hayden Wrecking  
J D Kutter  
KJ Unnerstall Construction*

*MC Mechanical  
Meyer Painting Co.  
MJ Products  
Midwest Elevator Company  
Montgomery Bank  
NSC APG  
Nu Way  
Orion Environmental  
Precision Analysis  
R.F. Meeh*

*RubinBrown LLP  
St. Louis Roofing Co.  
Schmersahl Treloar  
SIC Midwest  
Swanson Masonry, Inc.  
The Stockenberg Law Firm  
T.J. Wies Contracting  
Too Creative  
USI Insurance Services  
Vision Electric*

Campaign season has moved into high gear as members of the General Assembly are back in their home districts after the conclusion of the 2024 legislative session. All 163 seats of the Missouri House, 17 of the 34 Senate seats, and all but one statewide office is up for election. There is no doubt Republicans will continue to hold a sizeable majority in both chambers of the Missouri General Assembly. However, it will be the results of the August 6 primary election, not the November General Election, which will likely determine who will serve in the House, Senate and open statewide offices in January 2025.

We know the August 6 primary will shape the future of the political landscape in the Capitol, especially in the Senate. In a handful of the races in the upper chamber, conservative Republicans are squaring off against more traditional Republicans. Should the more conservative candidates come out ahead, it will add to the numbers of the Freedom Caucus in the Senate and have a drastic impact on how the body will operate next session. Members of the Freedom Caucus were largely responsible for the record low number of bills passing last session due to the tactics they employed to slow down legislation throughout the year.

In addition to House and Senate seats being up for election, all statewide offices, with the exception of the State Auditor, are on the ballot as well. In the race for Governor, many polling outlets show that Lt. Governor Mike Kehoe has closed the gap over supposed frontrunner Jay Ashcroft, and in some areas, Kehoe has taken the lead. Senate Freedom Caucus leader Bill Eigel remains in third place in all polling.

In other news, all eyes are on Governor Mike Parson as he decides the fate of legislation that reached his desk at the conclusion of the legislative session. Of particular interest will be his actions on the FY25 budget and the items he could trim from the \$51.7 billion spending plan sent to him by legislators. Many will be watching to see the fate of the money earmarked for rebuilding Interstate 44, and the \$100 million planned for improvements to rural and low volume roads. The Governor has until June 30 to reach a decision on budget related matters and July 14 on policy related bills. At the time of the submission of this newsletter piece, the Governor had not taken action on the

budget; however, by the time you are reading this, the Governor will have taken action on the budget. We will send a special report if there are any notable vetoes.

Parson recently announced 19 appointments to various boards and commissions, including two appointments to the Bi-State Development Agency and two appointments to the Missouri Workforce Development Board. Those appointed must still be approved by the Missouri Senate. Several of the announced positions are re-appointments that did not receive Senate confirmation earlier in the year due to days of inaction during the legislative session. The Governor also made an appointment for an open position on the Missouri Ethics Commission, which is the body charged with overseeing and enforcing campaign finance and lobbying laws in the state. This is an important appointment, as the Commission has been unable to meet or take any enforcement action for many months due to a lack of a quorum on the Commission.

Next on the political calendar is the August 6 primary election. It is extremely important you get out and vote on August 6 and encourage your friends and employees to vote. Important dates to remember:

Last day to register to vote:	July 10, 2024
Absentee Voting begins:	July 25, 2024
No Excuse Absentee Voting begins:	July 23, 2024
Primary Election:	August 6, 2024

If you cannot vote in person on August 6, there are plenty of opportunities to vote absentee as noted above. As previously stated, the August 6 Primary will likely determine who will serve in the majority of the statewide, House and Senate seats NOT the November General Election. We can't stress enough how important it is to cast your vote in the August 6 primary. If you have any questions regarding any of the candidates in the August 6 Primary, please reach out and will be happy to answer your questions. Nikki Strong, Strong Consulting Group.

If you aren't receiving your weekly ASA Legislative Update via e-mail, please send email to [susan@asamidwest.com](mailto:susan@asamidwest.com) to be added to the distro list.

# ASA Midwest Council Members

A-1 Professional Asphalt & Sealing  
Acoustical Ceilings, Inc.  
Affton Fabricating & Welding  
AME Constructors  
American Steel Fabrication, Inc.  
Aqueduct Plumbing LLC  
ArchKey/Sachs Electric  
Archview Metal Systems Co.  
Armanino LLP  
Aspen Waste Systems  
Associated Bank  
Barnhart Crane & Rigging  
Bazan Painting Company  
Bell Electrical Contractors  
Bene Smart  
Bi-State Fire Protection Corp.  
Blakely Sheet Metal, LLC  
Boyer Fire Protection  
Budrovich  
C3 Business Consultants LLC  
C. E. Jarrell Contracting  
C&R Mechanical  
Central Power Systems & Services  
Century Fire Sprinklers  
CK Supply  
CliftonLarsonAllen LLP  
CMIT Solutions  
CNA Surety  
CNC Foundations  
CSA Advisors LLC  
Cardinal Elevator  
Century Fire Sprinklers, Inc.  
Construction Risk Partners  
Corrigan Company  
D. Johnson Painting  
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  
Eyes on Crimes  
Fabick CAT  
FastTrac Rentals LLC  
Federal Steel & Erection Co.

Flooring Systems  
Focal Pointe of St. Louis LLC  
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  
Kadilex Construction, Inc.  
KJ Unnerstall Construction  
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  
Mid-America Specialty Services  
Middendorf Logistics  
Midwest Construction Services

Midwest Elevator  
Midwest Monogram Promotions  
MJ Products  
Mold Solutions  
Modern Communications  
Montgomery Bank  
Murphy Company  
Musselman and Hall Contractors  
National Sales Company (NSC)  
Negwer Door Systems  
Nu Way  
O.J. Laughlin Plumbing Co.  
Orion Environmental, Inc.  
P & A Drywall Supply  
Parkway Construction Services  
PayneCrest Electric  
PCX Construction LLC  
Pipe and Duct Systems  
Precision Analysis, Inc.  
Professional Metal Works, LLC  
R.F. Meeh Co.  
RJP Electric  
Reinhold Electric, Inc.  
Rental Supply  
Ritchie Bros  
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Schaeffer Electric Company  
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Seiler Instruments  
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The Sherwin-Williams Co.  
SIC Midwest  
Stifel Financial  
Stylemaster Promotional Products  
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  
Wipfli  
Zurich Surety

*Each month you will receive an update on the committees within ASA, to keep you informed on current happenings at the committee level. Below are this month's committee reports. Interested in joining a committee? Contact Susan Winkelmann, ASA Executive Director- [susan@asamidwest.com](mailto:susan@asamidwest.com) or 314.845.0855*



## **SAFETY**

**Did you know the safety committee provides Tool Box Talks each month? You can access this members only content by logging in to the website and then visiting <https://asamidwest.com/category/safety/>**

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**

One of the many benefits of your ASA membership is access to an extensive library of General Contractor contracts. 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 simply sending an email to [susan@asamidwest.com](mailto: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](mailto:richard@stockenberglawfirm.com)

## **MEMBERSHIP**

**RENEW YOUR ASA MEMBERSHIP TODAY!**

**If you have not received your renewal invoice contact [susan@asamidwest.com](mailto:susan@asamidwest.com)**

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 Co-Chairs, Chris O'Hagan, JD Kutter. (314) 444-4949 [chris@jdkutter.com](mailto:chris@jdkutter.com). OR Rob Meeh, R.F. Meeh (314) 608-0361/[rjmeeh@rfmeeh.com](mailto:rjmeeh@rfmeeh.com)

## **PROGRAMS**

Calling all ASA members! Are there topics you want to learn more about? Do you have a suggestion for a speaker for an upcoming meeting? If you have any ideas or feedback, please contact our Programs Committee Co-Chairs: Chris O'Hagan, JD Kutter [chris@jdkutter.com](mailto:chris@jdkutter.com) (314) 444-4949 OR Dan Tucker, MC Mechanical Services [dtucker@mcservicestl.com](mailto:dtucker@mcservicestl.com) (314) 707-7595

## **DID YOU KNOW? You can secure health care coverage thru the ASA?**

Health care coverage for Subcontractors from the ASA National organization!

### **Plan Features**

- ✓ Major Medical Coverage for groups of all sizes - 1 to 1000+
- ✓ Nationwide network of doctors and pharmacies for complete coverage
- ✓ An exclusive healthcare solution built for members of ASA
- ✓ Multiple plan designs offer the right fit for your company

### **Cost Savings**

Enjoy the cost savings with The ASAdvantage Health Plan! Our program gives members employees access to broad, national health care provider networks and Reference Based Pricing [RBP] models, all while providing quality health benefits to your employees.

ASA has partnered with World Insurance to offer this new benefit to ASA members. To learn more about the program and find out how much you can save, click the button below to request a consultation or contact the agents directly.

Terence Gorman  
(848) 456-8600  
terencegorman@worldinsurance.com

Rob Schielke  
(908) 379-2359  
robertschielke@worldinsurance.com



## **The Foundation of the American Subcontractors Association (FASA)**

The Foundation of the American Subcontractors Association (FASA) was established in 1987 as a 501(c)(3) tax-exempt entity to support research, education and public awareness.

FASA is committed to forging and exploring the critical issues shaping subcontractors and specialty trade contractors in the construction industry. FASA provides subcontractors and specialty trade contractors with the tools, techniques, practices, attitude and confidence they need to thrive and excel in the construction industry.

### **Mission:**

To educate and equip subcontractors and suppliers with the knowledge 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.

### **Initiatives:**

**FASA Cares** is the main initiative of FASA and will focus on Diversity & Inclusion and Suicide Prevention in the Construction Industry.

**For additional details visit  
[www.asaonline.com/foundation](http://www.asaonline.com/foundation)**



# OSHA Regulations for Heat Stress

## Help Workers Beat the Heat Ahead of Upcoming New Regulations

As a business owner or crew supervisor, you've always been aware of the heat-related dangers of working out in the elements—particularly when working in overhead sun. As the temperature increases, so does the risk of irritation, illness, and even death.

The Federal government is also very aware of the importance of worker protection in hot environments. The Occupational Safety and Health Administration (OSHA) and other regulatory bodies are working to find ways to ensure your crew is kept safe in these situations. These efforts have been increasing over the past few months.

### The New Worker Protection Initiative

An announcement on September 20, 2021, confirmed a ramped-up initiative by OSHA and other regulatory bodies to look into worker conditions in hot environments. With their findings, they are tasked with creating additional legislation and standards to address worker safety in these scenarios.

A statement on the [Whitehouse.gov](https://www.whitehouse.gov) website, titled FACT SHEET: Biden Administration Mobilizes to Protect Workers and Communities from Extreme Heat, announced the initiative<sup>1</sup>.

*"New Initiatives at OSHA and Across Agencies Will Enhance Workplace Safety, Build Local Resilience, and Address Disproportionate Heat Impacts"*

The reasoning behind this new interagency taskforce regulatory initiative is further explained:

*"The United States experienced a dangerously hot summer this year, breaking records last set during the Dust Bowl. The climate crisis is making heat waves more intense and frequent—endangering workers and communities. During the June 2021 heat wave in the Pacific Northwest, states reported hundreds of excess deaths and thousands of emergency room visits for heat-related illness..."*

*Recognizing the seriousness of this threat, the Biden Administration is taking immediate action on heat hazards to protect workers and communities as part of a broader commitment to workplace safety, climate resilience, and environmental justice. The Departments of Labor, Health and Human Services, Homeland Security, and Agriculture; the Environmental Protection Agency; and the National Oceanic and Atmospheric Administration are announcing a set of actions that will reduce heat-related illness, protect public health, and support the economy."*

What is important to you as a business owner or safety professional are the plans directly related to the development of OSHA's new workplace heat standards and how enforcement will be handled.

Some of the projects that OSHA is planning for workplace safety standards are:



Launching a rulemaking process to develop a workplace heat standard



Implementing an enforcement initiative on heat-related hazards



Developing a National Emphasis Program on heat inspections



Forming a heat work group to engage stakeholders and inform ongoing efforts



## Heat Stroke

Heat stroke is the most severe of the four and can have life-threatening consequences. Extreme heat can cause the body's regulating system to malfunction, too. The body temperature raises to critical levels of over 104°F (40°C).

The worker exhibits the signs of heat stroke, including confusion, loss of consciousness, and possibly seizures. Sweating, the body's main temperature regulation system, ceases. Make no mistake... this is a life-threatening situation. Call 911 immediately and get medical help.

## Heat Exhaustion

Heat exhaustion exhibits different signs but is also serious. Unlike heat stroke, the worker will be sweating heavily, with a body temp of over 100.4°F (38°C). Other signs are weakness, irritability, confusion, and heavy thirst, along with nausea, dizziness, and a headache. Move the worker to a cool location and take the worker to an emergency room or onsite medical clinic as soon as possible.

## Heat Cramps

Heat cramps are caused by the loss of body salts and fluids, usually the result of heavy sweating. Drinking water or carbohydrate-electrolyte replacement drinks (sports drinks) every 15 to 20 minutes may help alleviate the symptoms. While not immediately life-threatening, a cramp at the wrong time can be disastrous. Think... climbing a ladder. Definitely not a good time to cramp up.

## Heat Rashes

Heat rashes could turn infectious if not treated. They show up as a small red cluster of pimples or blisters. Any place there's skin-on-skin contact or loose or tight damp clothing is present, rashes develop. Moving the worker to a cooler, less humid location helps.

## OSHA Recommended Ways to Help Workers Avoid Heat-Related Illness

Many employers already have taken steps to protect workers who work in the sun or other hot environments outdoors. One of the key steps now is to make sure it's documented properly. OSHA is getting ready to make this a regulation or mandate.

Educating your workers and supervisors needs to be an important part of the plan. Make sure they know the danger signs of heat-related illnesses. They all need to know the symptoms and be encouraged to watch out for their coworkers. Some of these illnesses disorient the victim. They may not realize it when they're getting sick. A coworker may see the symptoms before the victim realizes they've been compromised.

### Some questions and factors to consider are:

- How you're going to handle new hires and temp workers who are not yet acclimatized to the heat.
- Do you have the medical capability to handle or respond to these illnesses?
- Do you have the proper protocols in place to get outside medical assistance if needed?
- Have you considered engineering controls and best work practices that could mitigate risk?
- Are you monitoring National Weather Service bulletins and what are your steps in the event of a heat advisory or warning?
- And last but not least, if the heat index determines that work should be paused or cancelled, do you have documentation in place to show your responsibilities?
- One more thing to consider is the human element. If uncomfortable, workers may neglect to use some PPE designed to keep them safe in the heat. While some bulky coats and other seasonal gear can be ditched for cooler alternatives, many PPE items cannot. They're still necessary for worker protection.

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## ***NO NEW MEMBERS THIS MONTH***

*Help ASA Midwest Council continue to grow, by inviting someone who would benefit from ASA membership, to join us at the next monthly meeting.*

*All first time non member guests are free of charge.*

*Please register your guest in advance by contacting [susan@asamidwest.com](mailto:susan@asamidwest.com)*

### **Mental Health Resources:**

*If you or someone you know is struggling and needs help, help is available by calling 988.*



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Sponsorship opportunities are available in the ASA newsletter. If interested, please call Susan at 314 845-0855 or [susan@asamidwest.com](mailto:susan@asamidwest.com)

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