Construction Starts to Slip Back in 2020 According to Dodge Data & Analytics

Transforming the Public’s Perception of the Construction Industry:
Build Your Future Arizona
Mike Brewer, CEO Brewer Companies & Benjamin Franklin Plumbing Phoenix and President of ASA Arizona; Dan Puente, Founder/CEO of DP Electric; Marcia Veidmark, President of SSC Underground

Propelling the Construction Industry Forward Amidst Economic Uncertainty
by Patrick Hogan, CEO, Handle

How-To Make 2020 Your Organization’s Best Year Yet: Sieze the Opportunity Amid the Unknown
by Mark Drury, Shapiro & Duncan

Is Your Firm Guarding Against Fraud? Is Your Payments Provider?
by Timothy Sexton & De’Andre Hardy, Commerce Bank

SUBExcel 2020—Exhibitor/Sponsor Information

The Economy Moving Forward

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2020 SUBExcel
Subcontractors Building Excellence
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Dear ASA Members:

Many of us are dealing with much colder temperatures since my last letter, but things are really heating up here at the American Subcontractors Association! As our organization continues to build momentum, I encourage all of you to keep up the good work in your efforts to make the subcontracting industry a vibrant one.

First and foremost, I want to thank each and every one of you who came and joined us during the Legislative Fly-In in Washington DC. I am proud to announce that the event was a resounding success, and I look forward to future events just like it. We had 34 people attend from chapters all over the country, which led to an excellent representation of who ASA is as an organization. During that incredible event on Capitol Hill we had 49 different meetings with our nation’s leadership, including 28 Senators and 21 members of the House of Representatives.

As we look to the future and plan for more events of this caliber, I hope that even more of you will join us the next time we head to Washington DC to fight for the issues important to us all!

And now, for some incredibly exciting news - registration is open for SUBExcel! ASA’s flagship event will be taking place in beautiful Las Vegas, Nevada on March 4-7, 2020. SUBExcel is not only a wonderful opportunity to network with your fellow leaders in the subcontracting community, but to also take advantage of high-quality educational opportunities from respected speakers. This year’s theme is “The Economy Moving Forward”, something I know is important to all of us in today’s constantly changing economic landscape. Our hope is that you will come out of SUBExcel with new ideas to make your businesses stronger and well-adapted to the needs of tomorrow.

I personally look forward to seeing all of you at SUBExcel 2020, and hope you choose to join us.

Thank you, once again, for everything you do for the American Subcontractors Association. Together we are striving to make our industry one that stands the test of time, as well as one that tackles the opportunities ahead of us with everything we have to grow and thrive.

Sincerely,

Anthony Brooks
ASA President
ASA Celebrates the Life of Board Member Chip Mabus

It is with great sadness that we announce the passing of ASA Board member, Chip Mabus, of F.L. Crane & Sons, Inc., in Fulton, Mississippi, on November 16, 2019. Chip was a great friend to so many within ASA, and his infectious smile and sense of humor was loved by so many.

Chip began his career with FL Crane in 1998 as a drywall mechanic. Within a year, he was identified as a peak performer and began training as an estimator and project manager. Over the last twenty years, Chip has served as an estimator in both the Memphis and Fulton Divisions until being promoted to Fulton Division President in 2014. As a division president, Chip oversaw a staff of eight estimators/project managers and over 100 field employees. Additionally, Chip served as a member of FCICA and on the Board of Directors for both National and the Mississippi chapters of ASA.

All of us at ASA send our sincere sympathies to all Chip’s family, his friends, and his work colleagues. Our prayers are with them as they try to deal with this tragic loss. Remembrances have poured in from his fellow members of the National Board of Directors since word came out of his death, each speaking of a hardworking, loving, caring man. He was a friend and colleague of so many, and the joy he brought to ASA will be sorely missed.

In lieu of flowers, memorials may be made to April’s Angels or Crossroads Ranch.

TESTIMONIALS

“Chip, was a true example of a colleague and friend. I really enjoyed serving on the ASA board with Chip. His smile and presence will be missed by all of us at ASA.”
— Anthony Brooks

“Chip was a hardworking and passionate board member at both the national and local level, as well as being a friend to everyone who had the pleasure of connecting with him. This a big loss both personally and professionally. Our hearts and prayers go out to the family, friends and all his co-workers at F.L. Crane.”
— Richard Bright
ASA Legislative Fly-In Was a Huge Success!

ASA’s 2019 Legislative Priorities

Change Orders: We support H.R. 2344, Small Business Payment for Performance Act of 2019, which would require prompt payment to contractors for change orders. The federal government must do more to address enforcement of prompt payment to subcontractors and suppliers.

Reverse Auction: We support S. 1434, the Construction Consensus Procurement Act of 2019, which would prohibit the use of reverse auctions for design and construction services procurement, and for other purposes. The federal government must ensure that reverse auction methods are prohibited for skilled services that contain a high degree of variability such as construction and design services.

Miller Act: We support H.R. 224, Miller Act Legislation that would exempt certain contracts from periodic adjustments to an acquisition-related dollar threshold. Ultimately, this language underscores the importance of the Miller Act by requiring federal infrastructure projects to be bonded for over 90 years. We also supported the insertion of H.R. 224’s language into H.R. 2500, the House version of the National Defense Authorization Act (NDAA) and support its inclusion in the NDAA's conference report.

P3 Bonding Requirements: We support the inclusion of language in S. 2302, the America’s Transportation Infrastructure Act, to clarify that current payment and performance security requirements for federally funded infrastructure projects also apply to Transportation Finance and Innovation Act (TIFIA) financed infrastructure projects, including Public Private Partnerships (P3).

Retainage: We support the reduction of the maximum retainage rate used by the federal government from 10% to 5%. In construction contracts, retainage is a sum of money earned by a contractor or subcontractor for satisfactory work, but held until the contract, or a certain portion of the contract, is complete. Though retainage arguably serves as a type of insurance for owners and prime contractors, it can have the unfortunate effect of requiring contractors and subcontractors to complete work without full payment, in essence financing the job, and making it difficult to timely pay their own creditors. In some cases, contractors and subcontractors are burdened with sizable retainage receivables long after the contract has been performed.

Bid Listing: We support the reintroduction and passage of the Stop Unfair Bid Shopping Act (SUBS Act) to require general contractors on federal construction contracts valued at $1.5 million or more to list the subcontractors proposed to perform work valued at more than $100,000 as part of their bid. This legislation would ensure that companies honor their contract with the federal government by adding a means to eliminate the practice of bid shopping while ensuring taxpayer dollars are not misused.

Repeal of the 40 Percent Excise Tax on “Cadillac Plans”: We support efforts to repeal the Cadillac tax; thereby we support S. 684/H.R. 748, the Middle-Class Health Benefits Tax Repeal Act. On July 17, 2019, the House passed H.R. 748 by a 419-6.

National Infrastructure Investment: We support a robust, well-funded, comprehensive infrastructure funding bill, the streamlining of the project permitting process, and oppose efforts to arbitrarily cut the federal construction accounts.

Our members also advocated for the following ASA supported provisions to be included in the final version of the 2020 National Defense Authorization Act (NDAA):

- House Sec. 872(d) - Accelerated payments applicable to contracts with certain small business concerns under the Prompt Payment Act.
- House Sec. 873 - Modifications to small business subcontracting.
- House Sec. 877 - Exemption of certain contracts from the periodic inflation adjustments to the acquisition-related dollar threshold.
- House Sec. 828 - Enhanced post-award debriefing rights.
- House Sec. 829 - Standardizing data collection and reporting on the use of source selection procedures by Federal agencies.
- House Sec. 881 - Permanent authorization and improvement of Department of Defense Mentor-Protege Program.
- House Sec. 883 - Reporting on expenses incurred for bid and proposal costs.
- House Sec. 884 - Post award explanations for unsuccessful offerors for certain contracts.
- House Sec. 899J - Pilot program on payment of costs for denied Government Accountability Office bid protests.

On behalf of the ASA Government Relations Team, we thank all of the members who joined us in Washington, D.C. this week to advocate for issues effecting the construction subcontracting industry!

Visit ASA’s Facebook page to view more photos from the Legislative Fly-In!
ASA of Baltimore Chapter Members Warren Quinn (Executive Director), Zach Rothfus and Elizabeth Justis meeting with Rep. Dutch Ruppersberger (D-MD) during ASA’s Fly In reception.

ASA of Mississippi members, along with Mike Oscar, ASA Government Relations Director and Anthony Brooks, ASA President, met with Sen. Roger Wicker (R-MS).

ASA of Arkansas members Janet and David Dodge, ASA President Anthony Brooks, Sen. John Boozman (R-AR), and Robert Abney of ASA of Tennessee.


ASA of San Antonio members Tom Freund and Ismael Gonzalez meeting with Rep. Henry Cuellar (D-TX) off the House floor to discuss federal subcontracting issues. They were joined by ASA Government Relations Director Mike Oscar, Robert Abney and Chip Mabus.

ASA of Colorado Executive Director Debra Scifo and ASA of Colorado Legislative Advocacy Council Chairman Scott Deering following their meeting with staff from Sen. Bennet’s (D-CO) office.
ASA Idaho - “Meet the General Contractor Networking Event” Makes Connections

ASA Joins the Business Coalition for Fair Competition (BCFC)

On Monday, November 18, 2019, ASA became a member of the Business Coalition for Fair Competition (BCFC), a national coalition of businesses, associations, taxpayer organizations and think tanks that are committed to reducing all forms of unfair government created, sponsored and provided competition with the private sector. BCFC believes the free enterprise system is the most productive and efficient provider of goods and services, and strongly supports the Federal government utilizing the private sector for commercially available products and services to the maximum extent possible.

Our alliance with the BCFC grew organically out of our work regarding the Government Accountability Office (GAO)’s audit of the Federal Prison Industries (FPI) authorized by Congress with the passage of the FIRST STEP Act of 2018 (P.L.115-391) signed into law on December 21, 2018. On August 29, 2019, ASA met with the GAO regarding the following questions:

Please identify the challenges, if any, private companies face in competing with FPI.

FPI’s sales have declined when compared to the early 2000s. Has the extent of the burden, if any, FPI places on the private sector declined commensurately?

Please identify those elements of prior reform efforts that remain relevant today?

What are the primary differences in the cost structure between FPI and private sector (non-profit, as applicable) producers and how are these differences reflected in product prices?

To what extent have you analyzed the effect of the First Step Act’s expansion of markets available to FPI? Are there any recent analyses of FPI of which we should be aware?

Currently, ASA members working in prison construction are unfairly competing with the FPI. We will continue to update you on our BCFC relationship and progress on this important issue.

ASA Joins the TEAM

On Monday, November 18, 2019, ASA became a member of TEAM (Taxpaying Employers Against Misclassification), a growing group of employers and employer organizations concerned about the issue of employee misclassification and payroll fraud and how it is harming American businesses and workers. These practices result in non-payment of owed taxes and in unfair competitive practices against employers who are legally compliant.

The goal of TEAM is to educate and inform those who may not fully understand the issue of payroll fraud or fully comprehend the negative consequences for lawful employers, workers and government and the taxpayers. The website will provide information on the law, recent research, and legislation as well as identify and expose examples of payroll fraud.

What is employee misclassification? Misclassification occurs when employers incorrectly classify workers as independent contractors rather than full-time employees to avoid paying the required taxes and benefits. Simply put, it is a form of payroll and tax evasion.

Why is misclassification such an important issue? By misclassifying workers, an employer is able to save money and gain a competitive advantage over other businesses that follow the rules. Misclassification also hurts the workers, who often assume the employer is making the required deductions from their paychecks and providing them with the basic benefits of full-time employees, only to find out later that they have few or no benefits and are “on the hook” for the unpaid taxes. Ultimately, misclassification also hurts the American taxpayer. When employers fail to make their required contributions, the burden is shifted to everyday citizens. Although misclassification of full-time employees as independent contractors is sometimes inadvertent, due to a payroll error or misunderstanding of current law, more often than not it is intentional, and the employer deliberately short-changes workers to gain an edge in the marketplace. To make matters worse, laws against misclassification haven’t been enforced aggressively enough, making it easier for unscrupulous employers to slip through the cracks.

What can be done to stop employee misclassification? Due to the economic downturn, federal and state authorities are facing declining revenues and the threat of budget shortfalls. Fiscal solvency is a top priority, and as a result, more attention is being paid to misclassification than ever before. By stepping up enforcement and cracking down on the bad actors, governments can recoup badly needed taxes and, at the same time, level the playing field so that all businesses are competing in a fair and honest environment.
CNA Risk Control experts know that every extra bend, lift and reach on the job can shrink productivity and increase fatigue. That’s why they created the Motion is Money® program. With one simple workbook and tips to increase efficiency, now contractors can reduce injuries, saving hundreds of hours and building a healthier bottom line.

Learn more about how Motion is Money® helps keep ASA members safe and their businesses strong. Contact your independent agent or visit cna.com.
Dodge Data & Analytics released its 2020 Dodge Construction Outlook, a mainstay in construction industry forecasting and business planning. The report predicts that total U.S. construction starts will slip to $776 billion in 2020, a decline of 4% from the 2019 estimated level of activity.

“The recovery in construction starts that began during 2010 in the aftermath of the Great Recession is coming to an end,” stated Richard Branch, Chief Economist for Dodge Data & Analytics. “Easing economic growth driven by mounting trade tensions and lack of skilled labor will lead to a broad based, but orderly pullback in construction starts in 2020. After increasing 3% in 2018 construction starts dipped an estimated 1% in 2019 and will fall 4% in 2020.”

“Next year, however, will not be a repeat of what the construction industry endured during the Great Recession. Economic growth is slowing but is not anticipated to contract next year. Construction starts, therefore, will decline but the level of activity will remain close to recent highs. By major construction sector, the dollar value of starts for residential buildings will be down 6%, while starts for both nonresidential buildings and non-building construction will drop 3%.”

The pattern of construction starts for more specific segments is as follows:

- The dollar value of single family housing starts will be down 3% in 2020 and the number of units will also lose 5% to 765,000 (Dodge basis). Affordability issues and the tight supply of entry level homes have kept demand for homes muted and buyers on the sidelines.

- Multifamily construction was an early leader in the recovery, stringing together eight years of growth since 2009. However, multifamily vacancy rates have moved sideways over the past year, suggesting that slower economic growth will weigh on the market in 2020. Multifamily starts are slated to drop 13% in dollars and 15% in units to 410,000 (Dodge basis).

- The dollar value of commercial building starts will retreat 6% in 2020. The steepest declines will occur in commercial warehouses and hotels, while the decline in office construction will be cushioned by high value data center construction. Retail activity will also fall in 2020, a continuation of a trend brought about by systemic changes in the industry.

- In 2020, institutional construction starts will essentially remain even with the 2019 level as the influence of public dollars adds stability to the outlook. Education building and health facility starts should continue to see modest growth next year, offset by declines in recreation and transportation buildings.

- The dollar value of manufacturing plant construction will slip 2% in 2020 following an estimated decline of 29% in 2019. Rising trade tensions has tilted this sector to the downside with recent data, both domestically and globally, suggesting the manufacturing sector is in contraction.

- Public works construction starts will move 4% higher in 2020 with growth continuing across all project types. By and large, recent federal appropriations have kept funding for public works construction either steady or slightly higher — translating into continued growth in environmental and transportation infrastructure starts.

- Electric utilities/gas plants will drop 27% in 2020 following growth of 83% in 2019 as several large LNG export facilities and new wind projects broke ground.

The 2020 Dodge Construction Outlook was presented at the 81st annual Outlook Executive Conference held by Dodge Data & Analytics at the Renaissance Chicago Downtown Hotel in Chicago, IL. Copies of the report with additional details by building sector can be ordered here or by calling (800) 591-4462.
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As leaders in the construction trades, there is so much to celebrate about the industry that has been so good to us. Construction has allowed us to build the lives we wanted and provide for our families. It has also given us the chance to provide those same opportunities to our incredible employees.

We have much to be grateful for, and are constantly searching for ways to give back. That’s why we’ve invested in Build Your Future Arizona (BYFAZ).

BYFAZ, which launched on October 16th, is an industry-led career awareness campaign for the skilled trades. Its goals are simple: correct negative perceptions about the industry, showcase the diverse career paths available in construction, and inspire the next generation of craft professionals to “construct their careers” while helping build Arizona.

We believe BYFAZ is a critical part of the solution to a long-standing problem—a problem that will only grow worse unless the industry acts now. Currently, 86% of employers struggle to find the labor they need to complete their projects. By September of 2022, Associated General Contractors of America predicts there will be 155,000 vacant positions in the skilled trades in our state. Moreover, it’s not just people that we require. By 2031, 41% of current craft professionals will retire, leaving a huge experience and knowledge gap in their wake. To replace their expertise,
we need new tradespeople to enter the industry and begin learning now. All the while, training programs sit below enrollment capacity and are often not aligned with company needs.

To overcome a shortage of this scale, we have to work together. Our workforce issues are an industry-wide problem, and require industry-wide solutions. They are too big to be solved by individual companies, even ones making significant investments in their own talent development efforts.

This is especially true because, as we all know, construction projects rely on an ecosystem of suppliers and skilled employees to be successful. Plumbers can’t do their work if cement doesn’t get poured or structures aren’t framed; utilities don’t get installed if contractors cannot find workers; and large-scale commercial electrical projects fail to get off the ground if there is a lack of qualified project managers. If any one sector or trade can’t find labor, we all suffer—and so does Arizona’s economy.

That’s where BYFAZ comes in. The initiative is based out of the Greater Phoenix Chamber Foundation (the Foundation), which convenes leaders and education partners from across the industry. Foundation staff coordinate BYFAZ efforts under the direction of an employer steering committee, of which the three of us are members. That committee is structured so that no one sector or company drives its direction, fostering a collaborative effort among employers with a nonprofit intermediary to execute the day-to-day details.

More than 40 BYFAZ investor businesses have raised over 2 million dollars for the three-year awareness campaign. We have been joined by several industry partners who are amplifying our message: the American Subcontractors Association of Arizona (ASAA), Arizona Builder’s Alliance (ABA), Arizona Masonry Council (AMC), Associated Minority Contractors of Arizona (AMCA), Arizona Utility Contractors Association (AZUCA), Construction Financial Management Association Valley of the Sun Chapter (CFMA), and Metro Phoenix Plumbing-Heating-Cooling Contractor’s Association (PHCCA), with more joining the effort as our effort expands.

With these resources and allies marshaled behind our cause, we expect our marketing efforts to result in a minimum of 50 million media impressions in the first year alone. Along with students ages 17-24, our target market includes parents of high school aged youth, guidance counselors, and young adults ages 18-34 who might be seeking a career change. We are reaching out to both English and Spanish speakers in those groups, and proactively working to ensure young women feel included.

More importantly, we believe the BYFAZ message is the right one, and it starts with a simple belief: careers in construction aren’t an “alternative” or second-best choice to be pursued only if a 4-year degree isn’t attainable. Nor are they “middle skill.” They are aspirational in and of themselves! Our industry offers individuals an opportunity for challenging, high-potential, high-paying work in any number of diverse career paths. We also offer a way to earn a good living while you learn a trade, and chances to advance rapidly into leadership and office positions for those interested in that path.

Finally, a career in construction offers something missing from many other fields and their increasingly digital and isolated work environments. Our employees can achieve tangible results as part of a team and take pride in what they’ve built in the world. They have a chance to create their legacy in the form of roads, houses, schools, and hospitals.

By showcasing those opportunities as a part of BYFAZ, we can begin leveling the playing field in career planning discussions that go on in schools and around kitchen tables every day. To ensure that our message is authentic, we are working with local marketing firm Ideas Collide. They are producing materials for the campaign that showcase real Arizona stories—our state, our companies, our diversity—that will inspire people to act.

The cornerstone of the campaign is arizona.byf.org. In addition to pages for visitors to connect with jobs and training opportunities, it features an interactive career path that leads parents and
young people on a journey from middle school to CEO of their own construction company. It also has career profiles in the form of online trading cards. Each card highlights a different trade and provides information on salary, training, skills, and personality traits that fit the work done by craft professionals in that field.

The website will also host powerful videos that share the stories of young people who have started their construction careers. Viewers will learn about Perry, a plumber who has found financial security by building his future—and houses—with the Brewer Companies. They will get to know Megan, a welder and pipefitter with Sundt who’s constructing her career and increasing her skills every day. Lastly, they will see Irvyn's story of growth from an apprentice electrician to an estimator—and his dreams of rising even higher within DP Electric.

We aren’t stopping there. BYFAZ is engaged in a large-scale effort to share our message via social media platforms like Facebook, Instagram, and YouTube. We are also raising awareness through traditional media platforms like billboards, wrapped vehicles, and jobsite banners.

Finally, we are leveraging the assistance and resources of our partners at NCCER, who coordinate Build Your Future (BYF) efforts nationally. They’ve launched BYF campaigns in several other states across the country, and stand ready to share their expertise and best practices with us as we grow.

And grow we must. Even with all the elements outlined above, our three-year BYFAZ initiative is just the first step toward successfully closing our workforce gap. After a 40-year drumbeat that a 4-year degree (or more!) is the only path to success, resetting those kitchen table conversations in a lasting...
way will require that we “go big or go home.” We have gotten off to a great start. Now we must ensure BYFAZ is sustainable over the coming years, and that its message is always on the minds of potential tradespeople—as well as those who influence them. That’s why we’re asking you now to get involved and get involved. What better way to celebrate our industry’s future?

If you have any questions about BYFAZ or are ready to become an ally, please visit byfaz.org and then reach out to any of the three of us. We will be pleased to assist you. Chamber Foundation Chair Mike Bontrager is also available to help. Finally, BYFAZ Project Manager Josh Umar of the Foundation can be reached at jumar@phoenixchamber.com.

We look forward to having you on board and working together!

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Propelling the Construction Industry Forward Amidst Economic Uncertainty

by Patrick Hogan, CEO, Handle.com

A country’s economy and its construction industry have a strong and unique relationship. The construction industry plays a major role in driving economic growth in both developed and developing countries and has a significant impact on a country’s GDP. Construction produces infrastructure that affects a country’s productivity and its people’s quality of life. It is also labor-intensive, so in an ideal industry situation, a significant part of the country’s construction workforce is active. The existence of links between construction and many other sectors means that the industry’s contributions to a country’s growth go beyond the direct contribution of construction activities.

Consequently, the construction industry is also greatly affected by economic downturns. It is one of the sectors that was critically hit by the 2008 global recession, with more than 150,000 construction firms closing down and around 2.3 million workers laid-off, retired, or moved on from the industry. While the recession officially ended in 2009, the construction industry took nearly a decade to bounce back and reach the numbers it had before 2008.

Today, multiple factors threaten the economy and the uncertainty has led some sectors to a slowdown. However, the construction industry continues to be robust and is still one of the primary drivers of economic growth.

Hope Amidst Economic Uncertainty

The US economy is slowing. According to the US Department of Commerce, the economy grew a seasonally adjusted annual rate of 1.9% but its momentum has decelerated. The country’s GDP is still relatively strong, outperforming big players like Germany and Japan. However, analysts and investors expect the economy to slow through the end of the year up to the start of next year.

The slowing economy is largely due to the decline of business investments and the effect of the trade conflict with China. Business investments fell by 3% after dropping 1% in the previous quarter. This has also increased the price of Chinese imports, significantly impacting manufacturers and retailers and prompting firms to delay projects during this time of uncertainty.

Despite the economic slowdown, the construction industry is a ray of hope as it beats expectations. Construction spending rose by 0.5% in September, largely due to both government and private residential projects. Spending on single-family home construction rose 1.3%, and with lower mortgage rates compared to a year ago, residential construction is not going to slow down soon.

The US-China trade war and reduced business investments provide a level of uncertainty high enough for some industry leaders to anticipate a looming recession. But with the growing confidence of contractors that is apparent in the rise in construction spending, it is clear the industry will continue to drive economic growth.
Propelling the Economy Forward

Because of the strong relationship between the economy and the construction industry, it is important that industry leaders address the shortcomings of the industry’s traditional ways to move the economy and the country forward. They must ride the momentum of the industry’s recent growth and devise new strategies to improve the industry’s—and the economy’s—future.

Technology and Automation

Technology is a major disruptor in the construction industry. Currently, the industry is one of the least digitized sectors, second only to the agriculture sector. However, the recent trends are showing many firms incorporating new construction technologies how to better manage and augment operations.

Automation is one of the trends that are changing the industry today. Many tasks in the construction industry are repetitive, time-consuming, and downright dangerous. Automation enhances operational efficiency by reducing the time these tasks take and improves employee safety by letting them do their tasks at a safe distance.

Drones are one of the best examples of automation tech used in the industry today. They are useful in pre-site inspections, taking much less time to finish the job compared to a group of surveyors. Moreover, there is less exposure to danger as drones can navigate the riskiest spaces on a site. Drones are also used to monitor worksites without the need for active supervision.

Documentation is another pain point in the industry that automation aims to address. From the initial planning to invoicing, paper has dominated every aspect of the construction process. However, contractors are moving on to automating some of these processes to save time. Having a centralized platform for documents that project stakeholders can access and collaborate on will minimize the need for RFIs that contribute to delays. Automation also improves all documentation efforts, from estimation and project management to billing and lien management.

Better Workforce Management

The biggest issue that the construction industry faces today is the lack of skilled workers hampering many firms’ ability to meet the demand for construction work.

As the current workforce is aging and many workers from the boomer generation will retire soon, the industry is having difficulty attracting younger generations. The common perception of construction work among them is negative. On top of this, pressure from the current federal government stops the industry from tapping the immigrant workforce from Mexico and nearby countries.

Addressing the current construction labor crisis requires a careful approach from industry leaders. The first thing to do is to change the mindset of the younger members of the population regarding the industry. Better job descriptions, competitive compensation and benefits, and a clear career track are some of the features that construction companies can implement in the short term.

For the long term, firms should focus on employee engagement, diversity, and safety. It is no secret that the industry’s negative image comes from stressful and dangerous work. The oft-cited sexism in the male-dominated sector is also not doing it any favor. The industry should be committed to prioritizing safety, and this includes not only workplace safety but also the employees’ psychological wellbeing and safety from discrimination.

Data-Driven Business Model

The construction industry is teeming with data, from basic schedule information and employee details to project plans and invoice information. However, the industry’s reliance on paper has left these data largely unstructured. For many construction firms, these data are untapped resources that could provide insight into their operations and let them make better decisions.

To create a data-driven business, construction firms need to have quality data in the first place. The systems and tools in place need to collect accurate, complete, and timely data for them to be viable for decision-making.

Data accessibility is another concern. Stakeholders, especially employees, need to be able to access the data in order to make decisions more easily and faster. Finally, standardization is the process that the industry urgently needs to implement when it comes to data collection and manipulation. There is often a disconnect between contractors and subcontractors because each party uses systems that are incompatible with those of others. If these tools and systems are standardized, there is a much higher chance for a construction project to succeed.

Final Thoughts

Despite the uncertainty that the US economy presents and the many issues that persist in the industry, many contractors are optimistic about their ability to find and win jobs in the near future. It is refreshing to see this confidence that is apparent in construction spending beating expectations. As the US economy slows down, it is up to industry leaders to continue looking for new opportunities, finding new strategies, and modernizing the construction process in order to drive the economy forward.

Patrick Hogan is the CEO of Handle.com, where they build software that helps contractors, subcontractors, and material suppliers with late payments. Handle.com also provides funding for construction businesses in the form of invoice factoring, material supply trade credit, and mechanics lien purchasing.
2019 is drawing to a close, and with it, a deluge of hopes and predictions about what 2020 will bring. Particularly for the construction industry, there are several clear opportunities for growth in the months ahead. Planning now can help make sure your organization maximizes these to your full potential.

Five Top Factors to Watch in 2020

While we can’t know the future, there are some certainties that we don’t expect to change anytime soon. Being aware of these forces allows you to strategically develop a plan to combat and add in flexibility for what may lie ahead as well as understand the areas for opportunity.

The ‘Top 5’ factors to watch across the construction industry, now and into 2020, include:

- **A continued workforce shortage.** This is a trend that affects all industries, nationwide and is expected to continue in 2020, largely fueled by lack of qualifications among unemployed workers for available open jobs.

- **Increasing prices.** In tandem with workforce shortages, prices will climb as demand exceeds capacity. The key reasons for this are risk on the part of leadership and second, on overtime costs, particularly if property owners want jobs done within a certain time period and the construction company has a smaller pool of workers to accomplish it.

- **Delayed project starts.** Rising prices mean rising budgets for property owners. As a result, owners generally like to ‘shop around’ to see if they can get a lower quote somewhere else and this takes time. Start dates can be pushed depending on how long it takes for a project’s budget to get solidified.

- **Company failure.** It’s a natural part of the economic system that all companies do not succeed. As the economy changes and evolves, we are starting to see larger numbers of organizations fail, and the usual cause is they took on more capacity than they could execute. This again is a likely trend that will continue into 2020.

- **A residential construction bubble.** Current situations indicate that over-building in the residential sector could signal a coming bubble. July, 2019 broke the record for housing starts - previously held by July 2007- which has some experts anticipating a slowdown in the market and potential layoffs on the residential side of the construction industry. This also leads to opportunities for the commercial side of the business as talent will be freed up and infiltrating new projects, which can be a positive development.

Diversity Is Key

One tried-and-true path to success is to diversify your client and market base to maintain a substantial backlog of projects. This ensures that you will have a steady stream of demand and opportunity, no matter the market conditions. Areas like Washington, DC that have a large base of different markets, from the federal government to healthcare to biotech and others, are less likely to feel dramatic effects of a market correction than regions where the labor force is largely dependent on one company, industry or institution. For organizations that have the majority of their client ‘eggs’ in one industry ‘basket,’ now is a great time to focus on...
diversifying and branching out to serve new markets and areas as a key growth vehicle.

Market Outlook - Continued Growth across Several Industries, from Data Center to Healthcare and More

Going forward into 2020, there will continue to be growth in a number of key industries, the largest being data center, healthcare, defense spending, higher education, and K-12 sectors. Conversely, high-rise residential real estate and retail industries, such as shopping centers and malls, are likely to experience continued slowdowns. Of the growing areas, the data center market holds large potential, although due to the risk-averse, sensitive nature of the work this area also tends to be very exclusive and difficult to penetrate. Keeping apprised to these other growing areas can be a wise way to steer your company’s sales and lead generation strategies into 2020.

Best Practices - Tools for Success

So how do you take all of this information and use it to your company’s best advantage in 2020? Here are some best practices to make sure you’re positioning your company to succeed in the year ahead:

- **Know your capabilities and keep it real.** Be realistic about your goals, limitations, and potential of your workforce and be careful not to bite off more than you can chew project-wise;
- **Planning is everything.** Create a master schedule of your project backlog to allow you to proactively anticipate the ways you will apply your resources and leverage your talent;
- **Keep your eye on the bottom-line.** Understand where your costs are and where they are escalating;
- **Build your talent pool.** Your talent is the core of your business, and essential to its ongoing success and growth. Continue to hire and strive for the best; and
- **Train and educate your people.** The decision to invest in your company and your people is one of most advantageous you can make over the life of your organization. They are the life-blood and the future, and it’s a good idea to treat them accordingly, whether through professional development opportunities, mentoring, team-building, or other activities.

2020 - Full of Innovation and Opportunity

Despite the bluster from different corners of the market, 2020 looks to be a year brimming with innovation and opportunity. Remember, keeping a realistic view of your goals and making a proactive plan for success are critical elements to ensuring your company grows successfully, whatever the market brings.

Mark Drury is the Vice President of Business Development at Shapiro & Duncan. He brings more than 40 years of experience in construction management and oversees the company’s corporate development, contracts negotiation/management, and production of marketing and sales materials. Mark is a past Chairman of the Board of ABC Metro, is a LEED AP and Designated Design Build Professional. He completed his undergrad studies in History at Shepherd University and graduate coursework at Princeton and Clemson Universities. For more information about Shapiro & Duncan, please visit www.shapiroandduncan.com.

ASA MEMBER BENEFITS:

**ASA InfoHub—Deep Dive**

This is the first in a series to let members (and future ASA members) know about some of the great finds there are in ASA’s member resource library. Did you know you can find recordings of past webinars provided by industry experts? Every month we host a valuable FREE webinar the provides invaluable information to businesses like yours. Here is just a sample of the many webinars and information included on InfoHub. Check it out!

- A small business guide to human resources
- Trade Strategies – Attracting and Building a Workforce for the Future
- Preserving, Preparing, and Presenting Construction Claims
- Getting better subcontracts
- Digital cash flow in construction
- Ownership succession planning
- Lien & Bond claims

You’ve paid your dues, so utilize the network and resources available to you. Haven’t joined or want to learn more about member benefits on InfoHub? View our tutorial.
Is Your Firm Guarding Against Fraud? Is Your Payments Provider?
by Timothy Sexton & De’Andre Hardy, Commerce Bank

If you've never experienced the nightmare of fraud, you may not realize how prevalent it really is. According to the Association of Financial Professionals’ (AFP) 2019 Payments Fraud and Control Survey Report, 82 percent of financial professionals report attempted and/or actual payments fraud in 2018. And while check fraud is declining, the percentage of organizations falling prey to Business Email Compromise (BEC) scams has increased from 64 percent in 2014 to 80 percent in 2018 according to the report. Indeed, while technology is making electronic payments easier, it's also helping bad actors attack those same payment methods.

What Is a BEC Attack?
In a BEC attack, a thief poses as a high-level executive or employee to instruct others to transfer money to a controlled account. The thief then withdraws the funds. When a high-level executive's email is compromised, it is frequently referred to as CEO compromise. In that scenario, the fraudster poses as the CEO and emails an employee that typically handles transfers. The email includes urgent instructions for wiring an amount of money to a specified account.

If an employee's email is compromised, the fraudster will often use their contact list to instruct customers to send payments to an account. In the majority of BEC scams, once the fraud is discovered it is too late for the funds to be recovered.

BEC scams target small, medium and large businesses in every industry as well as personal transactions. Between December 2016 and May 2018, there was a 136 percent increase in identified global exposed dollar losses. The scam has been reported in all 50 states and in 150 countries and has cost over 14,000 U.S. businesses almost a billion dollars in losses. Victim complaints filed with the Internet Crime Compliance Center (IC3) and other financial institutions indicate fraudulent transfers have been sent to 115 countries.

How It Works.
BEC fraudsters impersonate CEOs and employees in a few different ways. In one form, they use phishing...
techniques to gain access to the target’s email account. The employee might receive an email that contains a malicious link or attachment, which infects their computer with malware when clicked. The fraudster can then take control of the target’s computer or gain additional proprietary information. They can also use the target’s email account to send emails directly from their address.

Sometimes, instead of breaking into an email account, a fraudster will mimic the target’s email address. They may set up a domain that is similar to the company’s web address: for instance, .co instead of .com. This allows them to create an email address that is nearly identical to that of the target. The fraudster can then pose as the CEO or employee in order to send fraudulent instructions.

To ensure their emails are convincing and effective, fraudsters often study their targets and the company. They analyze email history, corporate website data, contact lists and social media accounts to understand company processes, roles and the characteristics of their target. In CEO compromise, this can also give them a sense of the CEO’s travel schedule, and BEC attacks are often timed for when they will be out of the office. In that case, the employee is unable to verify the request with the actual CEO.

Through their reconnaissance, fraudsters are also able to prey upon new employees who are not trained or experienced with transfer requests for the organization; lack of controls around money transfer requests received via email or phone, and insufficient authentication processes for initial requests.

The Cost of Fraud.

So, what does all this attempted and actual fraud cost the companies involved? The AFP report shows some respondents experiencing losses $2 million or more from successful fraud attacks. But financial loss isn’t the only issue. Company leaders are well aware that fraud can expose confidential company information and adversely affect an organization’s reputation.

All of this begs the question: What is your firm doing to protect itself against the growing threat of payment fraud? Better yet, what are your critical partners (banks, insurance companies, investment firms) doing to protect your accounts with them?

Above all else, your critical financial partners should be well aware of fraud tactics and how to recognize them. Not only should they be keeping their employees up to date on the latest schemes, but they should be educating their clients on how to spot fraudulent attempts to gain access or information that could compromise your company.

Here are 10 strategies to help your firm mitigate fraud:

1. **Dual Controls:** Dual control approvals completed from separate computers help protect against multiple users’ credentials being captured on a single infected device.
2. **Separation of Duties:** A separation of duties between the individual verifying activity/reconciling accounts and the staff person(s) with authority to originate transactions protects a single bad actor initiating a fraudulent scheme alone.
3. **Secure Location:** Position computers used to transact business in a secure location.
4. **Internet Security:** Ensure your device has current anti-virus software and all operating system and application updates and patches. Firewalls should be enabled if possible.
5. **Dedicated PC:** Devote dedicated computers for online financial transactions.
6. **Email Security:** Train employees to recognize phishing email and how to identify potential threats in email and instant messages.
7. **Verify Transactions:** Always carefully and thoroughly verify transactions for authenticity and promptly reconcile accounts.
8. **Utilize Controls:** Any partner software should feature controls that help limit exposure and require secondary review and approval of funds transfer activity.
9. **Password Protection:** Remind users to maintain strict confidentiality of login/authentication credentials, e.g., IDs, passwords, PINs, and (if applicable) fobs.
10. **Patch Management Policy:** Ensure your company has an established Patch Management Policy and that it covers third-party client software such as Adobe, Flash and Java.

BEC attacks are targeted, strategic and convincing, but they are not foolproof – and most security professionals agree that almost all fraud is preventable. The challenge is helping employees recognize suspicious communications and inquiries and supporting them with technology that fills in the gaps. A discerning eye and quick phone call can be all it takes to stop a BEC scam. Incorporating this emerging threat to your organization’s training on security threats can help spread awareness, advocate best practices and improve precautions against cyber theft.

At Commerce Bank, our customers are at the center of all that we do. And we do a lot, from helping families plan for their future to giving businesses more room to grow. Fortunately we have over 150 years of experience and many strong, established products to back us up. From Bloomington, Illinois to Denver, Colorado, and at 184 branches in between, we serve individuals, families, businesses and communities at the local branch, the ATM, online and through our 24/7 customer service line. Please visit us at [https://www.commercebank.com](https://www.commercebank.com).
PROTECT YOUR EQUIPMENT WITH VROOM & SCREECH

An estimated $400 million dollars worth of heavy construction equipment is stolen every year - and that figure doesn’t even include the theft of tools or building materials, damage to remaining property caused by thieves, replacement costs, delay penalties, and the cost of wasted time for both workforce and management.

If you add it all up, the full cost of stolen construction equipment is likely closer to $1 billion dollars per year! Yes, billion with a “B.” If you’re thinking that’s a big problem, you’re right. A study conducted by LoJack found that 83% of equipment owners have been victims of theft at some point in their careers. So what can be done? If you want to secure your worksite and equipment, just remember VROOM & SCREECH:

Secure Equipment with VROOM

Vehicles should be identified. Do all the vehicles in the vicinity belong to your company? Are there lots of vehicles around a business that is closed for the day? Are there individuals sitting in their vehicles in the lot? Are any of those vehicles capable of hauling or towing away your equipment?

Remove valuables from machinery cabs. Equipment theft is made easier when universal keys are left in an open cab.

Observe at all times. Always keep an eye out for suspicious activity on job sites, parking lots, and rental facilities.

Odd Hours have a higher threat level - either at night, in the off-season (November to March), or during holidays - when the equipment is more likely to be left unattended. Especially during odd hours, be sure to store and secure equipment.

Maintain secure entrances and always close the gates during non-business hours.

Secure Worksites with SCREECH

Security checks should be conducted regularly to evaluate the site for potential vulnerability. Make sure there are no blind spots in the parking area and schedule sporadic check-ins on the property over long weekends.

Cooperate with other businesses around you, and make plans to look out for each other.

Report any and all suspicious activity to the police.

Ensure vehicle alarms work properly (perform monthly tests), tracking devices are installed whenever possible, and equipment isn’t left on a trailer (that’s just gift-wrapping it for thieves!).

Employ the tight people. Run thorough background checks on all potential new hires before giving them access to machinery.

Cameras provide an additional level of security, but make sure you invest in high-quality technology that can actually capture images with enough detail - even at night - that can help law enforcement find and return your property.

Hire security. Especially if crime is a problem in your area, or if your business has been victimized previously, consider hiring private security.

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Tuesday, December 10, 2019
12 p.m. to 1:00 p.m. Eastern / 9 a.m. Pacific
DOL Issues New Salary Threshold Requirements, Effective January 2020

Presenter: Bill Ford, SESCO Management Consultants

William E. (Bill) Ford is President and CEO of SESCO Management Consultants. He has been with the firm for 29 years. Bill is a generalist human resource management consultant specializing in family business consulting, compensation, Wage and Hour, EEO representation, organizational development, labor relations and compliance to federal and state employment regulations. He has been engaged and has practical hands-on experience in numerous industries, including healthcare, funeral homes, manufacturing, retail auto dealerships, financial and credit unions, mining, and professional service industries. Register by clicking here.

Tuesday, January 7, 2020
12 p.m. to 1:00 p.m. Eastern / 9 a.m. Pacific
Payment Clauses: What to Watch For and How to Negotiate Them

Presenter: James Yand and Brian Esler

James Yand is a partner and a member of the firm's litigation practice team. Jim has more than 20 years of experience resolving disputes for business owners and individuals in construction law, products liability, e-discovery, franchise and commercial law. Clients in the Northwest and around the world know Jim as a reliable ally who practices with integrity and is focused on delivering results. Reputed for critical thinking and problem-solving, no matter the size of the case, Jim specializes in resolving high-conflict cases that often determine the continued success of the client’s interest. He seeks effective resolutions with cost-efficiency. From discovery conducted in Hong Kong to local cases filed in Seattle, Jim leverages his local-national-global knowledge. Jim is a frequently requested speaker for business and legal programs, providing guidance on legal industry protocol, e-discovery, and relationship development among attorneys.

Brian Esler leads Miller Nash Graham & Dunn's Washington State commercial litigation team. He was recently recognized as one of the Top 100 Attorneys in Washington State by Super Lawyers magazine. His practice emphasizes intellectual property advice and litigation, construction litigation, defense of financial institutions, and appellate advocacy. Register by clicking here.

Coming Up
in the December 2019 Issue of ASA’s

Theme: ConsensusDocs

• Why Subcontractors Should Use ConsensusDocs Master Sub Agreement
• Why ASA Members Use ConsensusDocs
• All You Need to Know about the ConsensusDocs 750 Agreement
• What Do I Get with the Subcontracting Package Unlimited?
• Construction Contracts: Best Practices for Minimizing Risk

Look for your issue in December.

To access past issues of The Contractor’s Compass, please click here.

For questions about subscribing, please contact: communications@asa-hq.com
Why Be an Exhibitor or Sponsor?

By exhibiting and/or sponsoring at SUBExcel 2020, your company can take advantage of opportunities to interact with registrants and promote your products and services!

Meet more than 200 of the larger commercial subcontractors in the United States—the decision makers and your prospective customers.

Generate valuable sales leads.

Introduce and demo your products.

Promote your services.

Promote company awareness and brand image.

Network with industry leaders.
SUBExcel Sponsorships

**STRAIGHT FLUSH**  
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Sponsor any of the events/activities for $25,000 or higher and you will be recognized as SUBExcel's top-level sponsor. You will be allowed to choose the event(s) to which your sponsorship dollars are allotted.

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$10,000  
Sponsor any of the events/activities for $10,000 or higher and you will be recognized as SUBExcel's Full House Sponsor. You will be allowed to choose the event(s) to which your sponsorship dollars are allotted.

**TWO PAIR**  
$5,000  
Sponsor any of the events/activities for $5,000 or higher and you will be recognized as SUBExcel's Two Pair Sponsor.

**PAIR OF ACES**  
$2,500  
Sponsor any of the events/activities for $2,500 or higher and you will be recognized as SUBExcel's Pair of Aces Sponsor.
Event Sponsorships

TOP GOLF EVENT SPONSOR — $20,000
You will be listed as the premier sponsor for the Top Golf event. In addition to your logo being placed on all event signage and website, your logo will appear on signage at the Top Golf facility. You will also be recognized at the event and offered two minutes of microphone time.

BAR SPONSOR — $5,000
You will be the bar sponsor for the Top golf event. In addition to your logo being placed on all event signage and website, your logo will also appear on signage at the Top Golf event bar.

FOOD SPONSOR — $5,000
You will be the food sponsor for the Top Golf event. In addition to logo being placed on all event signage and website, your logo will also appear on signage representing you as the food sponsor for the event.

BAY SPONSOR — $1,000
You will sponsor a "bay" of 6 golfers. In addition to your logo being placed on all event signage and website, your logo will also be placed on signage in this "bay."

RECEPTION AND BANQUET (FRIDAY) — SPONSOR $20,000 / CO-SPONSOR $10,000
The reception and banquet are open to all registrants. Your sponsorship will be listed in the credits of the awards program video, on ASA’s website, and in all conference literature. Sponsors of this event will also be recognized verbally from the podium.

AUDIO-VISUAL — SPONSOR $6,000 / CO-SPONSOR $3,000
Sponsor the AV equipment being used throughout the convention from the Opening Session to the Reception and Banquet. Your logo and signage will appear throughout the convention. Your sponsorship will be listed on ASA’s website and in all conference literature.

LOGO KEY CARD — $5,000/THREE SPOTS AVAILABLE
This sponsorship offers visibility to all conference attendees as your logo will be placed on every attendee's room key card. Your sponsorship will also be listed on ASA's website and in all conference literature.

EVENT APP — $5,000
Your sponsorship will be listed on ASA’s website and in all conference literature as well as all Sponsorship signage. Your logo will also be prominent on the event app software that all conference attendees use.

KEYNOTE SESSIONS (Thursday & Friday) — $5,000/two available
This is an opportunity to introduce one of the keynote speakers, the first speaker of the day, on Thursday and/or Friday! You will have two minutes of microphone time to introduce the speaker. Appropriate signage will be displayed in the room. Your sponsorship will also be listed on ASA’s website and in all conference literature.

REGISTRATION AREA (Wednesday through Saturday) — Sponsor $5,000 / Co-sponsor $2,500
This is an excellent opportunity to sponsor the registration area. You will permitted to provide promotional literature to all attendees as they arrive. Appropriate signage will be displayed in the area. Your sponsorship will also be listed on ASA's website and in all conference literature.

HOSPITALITY SUITE—Sponsor $5,000 / Co-sponsor $2,500
Your sponsorship will be listed on ASA’s website and in all conference literature. Your logo will also appear on signage in the heavily attended hospitality suite.

REGISTER AT SUBEXCEL.COM
SLDF FUNDRAISER — $5,000 or 5 ($1,000) sponsorships available
You will be listed as the headlining sponsor of this event. In addition to your logo being placed on SUBExcel event signage and website as a sponsor, your logo will appear on all promotional materials circulated for the event and on signage at the dinner and show.

LUNCHEON (Thursday & Friday) — Sponsor: $5,000 / Co-sponsor $2,500
The luncheons are open to all registrants. Appropriate signage will be displayed in the room. Your sponsorship will be listed on the conference literature and ASA's website. Sponsors will be recognized verbally from the podium.

BREAKFAST (Thursday & Friday) — $3,000 / two breakfasts available
Sponsor the morning's first activities during each of the breakfast sessions. Appropriate signage will be displayed in the room. Your sponsorship will also be listed on ASA's website and in all conference literature.

COCKTAIL HOUR AT RECEPTION & BANQUET (Friday)
Sponsor $3,000 / Co-sponsor $1,500
Your logo and signage will appear at the reception area. Your sponsorship will be listed on ASA's website and in all conference literature.

ASA PRESIDENT’S WELCOME RECEPTION (Wednesday)
• Event Sponsor — $2,500  • Bar Sponsor — $1,500
• Food Sponsor — $1,500  • Friend of ASA — $1,000
Multiple sponsors are welcome! All sponsors will appear on signage displayed in the room and will be listed in conference literature and on ASA's website. All sponsors will be recognized verbally during the event.

REFRESHMENT BREAKS (Thursday & Friday) — $2,500
Your logo and signage will appear at the refreshment break area. You are invited to provide cups, napkins, and other utensils with your logo on each. Your sponsorship will be listed on ASA's website and in all conference literature.

ANNUAL CONFERENCE TOTE BAGS — $2,000
A wonderful giveaway, your logo will appear on all bags. Attendees carry tote bags throughout the conference and in many instances back home and beyond.

EMAIL BLAST — $2,000
Be a featured sponsor one of the ASA promotional emails that will go out to everyone in the ASA database. Your logo will be placed at the top of each email blast that is sponsored. This sponsorship will get your company noticed by all of ASA, not just conference attendees.

WINE SPONSOR DURING BANQUET (Friday) — Sponsor $2,000 / Co-sponsor $1,000
Your logo and signage will appear in the banquet area. Your sponsorship will be listed on ASA's website and in all conference literature.

VIDEO RECORDING — $1,500
This year's convention will include a video during our awards program on Friday evening. Your sponsorship and logo will be listed in the credits of the video, on ASA's website, and in all conference literature.

HOTEL ROOM DROP—$1,000
This is an opportunity to send collateral or gifts to all attendees in the conference hotel directly to their hotel rooms. ASA coordinates all activities with the hotel and ensures delivery of your gift. Your sponsorship will be listed on ASA's website and in all conference literature. No room drops will be permitted without coordinating with ASA.
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To easily book reservations online, use the below link. Reservations must be made by February 7, 2020.

[https://book.passkey.com/go/SCASA0](https://book.passkey.com/go/SCASA0)

For guests who prefer to phone in their reservations, they may call the Reservation Center at **866-227-5944** to secure a reservation in our group block.

The name of the group is listed as *ASA SUBExcel Conference*. Callers may also use the group code **SCASA0** to identify the group.
Applications are now being accepted for many of the awards offered by ASA.

**Certificate of Excellence in Ethics**
This award recognizes subcontractors for their commitment to ASA values, such as quality construction and a safe and healthy work environment. Each applicant is required to respond to questions concerning the firm’s corporate ethics policies and procedures, its construction practices, and its general business practices. Each applicant also is required to submit detailed documentation, including sealed letters of recommendation from a customer, a competitor, and a supplier.

**National Construction Best Practices Award**
This award recognizes prime contractors that exemplify the values of subcontractors, treat subcontractors fairly through use of level-playing-field contract terms, and consider subcontractors part of their core project teams. The program’s rigorous criteria include the use of a standard subcontract whose provisions substantially reflect the best practices incorporated into the ASA-endorsed ConsensusDocs 750 Standard Agreement Between Constructor and Subcontractor, as well as highly favorable evaluations from three specialty trade contractors, based on 20 project management factors.

There are many more awards available through ASA, and more information about all of them can be found by clicking here. All award winners will be recognized during the 2020 SUBExcel conference on March 4-7, 2020, in Las Vegas, Nevada. We highly encourage all ASA members to get involved in our awards program. These valuable recognition opportunities are only available to ASA members.
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