



## What ASA Does — And What You May Not Know

ASA members know their membership provides numerous valuable opportunities, such as business education, networking, government advocacy and representation, and news and information about issues that most affect subcontractors. There are many benefits of membership, however, that members may not be aware of that ASA provides. Here are some highlights that you may not have thought about ...

### ***Legislative Advocacy***

ASA has amplified the voice of trade contractors to improve the construction industry for 50 years. In fact, ASA will commemorate its 50<sup>th</sup> anniversary during SUBExcel 2016 in Miami. Indeed, ASA represents subcontractors on issues of most importance to them before all branches of government—legislative, judicial, and executive—and all levels of government, federal, state, and local. There is no other association that focuses on subcontractor-specific issues such as prompt payment, retainage, contracts, liens and bond claims, bid shopping, and many others.

### ***Judicial Advocacy***

Each year, courts across the country hand down hundreds of decisions on federal and state laws, as well as court-made or “case” law, that apply to subcontractors’ businesses. Some of these decisions are precedent-setting and carry significance for subcontractors across state lines. ASA’s Subcontractors Legal Defense Fund supports ASA’s critical legal activities in precedent-setting cases to protect the interests of all subcontractors. ASA taps the SLDF to fund *amicus curiae* briefs in appellate-level cases that would have a significant impact on subcontractor rights. No other subcontractor association has an active advocacy effort in the courts.

### ***Executive Advocacy***

Improved tax and other regulatory requirements help subcontractors better manage their cash-flow intensive businesses. ASA educates public officials about how regulatory changes, including changes to the tax code, would impact subcontracting firms. ASA communicates with members of Congress and regulators at the U.S. Internal Revenue Service and other agencies, and works through coalitions such as the Small Business Legislative Council and the Government Withholding Relief Coalition. ASA also educates subcontractors about how new regulations will impact subcontractors’ businesses, including how these changes may impact contractual relationships.



### ***Members-Only Resources***

ASA members are given access to an exclusive area of the ASA Web site containing resources and materials to assist them with their business needs—from model contract documents, including the ASA Subcontract Documents Suite, and negotiating tips to comprehensive manuals, such as “Contingent Payment Clauses in the 50 States” and “Retainage Law in the 50 States.” Members also have access to dozens of free audio podcasts and complementary white papers, as well as discount pricing on “Lien and Bond Claims in the 50 States,” videos-on-demand, education webinars, and many other complimentary tools to help members improve their businesses.

### ***Annual Convention***

In addition to remote, online education offerings, ASA provides in-person education workshops and sessions during its annual convention, SUBExcel, giving subcontractors the opportunity to learn ways to improve their businesses, better understand advocacy and contract issues that are critical to their business’s success, develop leadership skills and cultivate future leaders for their companies, and network with colleagues, peers, and potential business partners and customers.

### ***News & Publications***

ASA’s weekly e-news bulletin, *ASAtoday*, provides the latest news and information about issues that specifically affect subcontractors. Articles are written in-house and tailored especially for subcontractors by staff experts on government advocacy and communications issues. ASA’s monthly educational journal, *The Contractor’s Compass*, contains feature articles that delve deep into subcontractor issues, giving subcontractors a broad perspective and understanding about issues that are most important to them. Articles are written by industry experts, hand-selected by ASA staff, to give subcontractors the most comprehensive guidance on particular topics and real information they can use immediately.

### ***Online Membership Directory***

ASA helps foster networking among its members—and helps facilitate business opportunities—by offering a complimentary online membership directory that visitors to the ASA Web site can search by trade, organization, or member’s last name. It is a networking and advertising tool that gives members extra exposure and visibility to the construction industry.

### ***Human Resources***

ASA members are eligible to receive complimentary human resources services provided by SESCO Management Consulting, including telephone and email consultation,



handbook review, and access to the monthly *SESCO Report* newsletter. SESCO also offers a discount employee satisfaction survey program to ASA members.

### ***ASAdvantage Program***

ASA members are eligible for generous discounts and exclusive pricing on products and services provided by ASA sponsors and other companies participating in ASA's affinity program, the ASAdvantage. For example, qualified ASA members can save up to 22 percent off their corporate Verizon Wireless plans through ASAdvantage program participant National Purchasing Partners. These are tangible benefits that allow members to easily cover the cost of their annual membership dues.

### ***Awards***

Through ASA's Excellence in Ethics Awards program, ASA helps its members establish formal ethics programs, opening the door for them to bid on projects where such programs are required. The program also helps members distinguish their companies from their competitors that don't have such ethics programs, while providing national recognition for their commitment to the highest standards of internal and external integrity. Through ASA's National Construction Best Practices Awards, ASA facilitates best industry practices like prompt payment by recognizing superior prime contractors for such practices that are critical to subcontractors' success. The criteria for these awards set an extremely high bar, making them intentionally difficult for most primes to reach, and serve as a bold incentive for primes to adopt these superior business practices that are so important to subcontractors.

### ***ConsensusDocs***

ASA promotes best practices within the construction industry by working with other industry associations, like the ConsensusDocs coalition, to develop and publish project management best practices and model contract language that is equitable to all members of the construction project team. ASA is a founding member of the ConsensusDocs coalition, a group of more than 40 industry organizations that collaborate to make contract language fair for all parties on a construction project. ASA members save 20 percent off ConsensusDocs' library of 100-plus contract documents.

### ***Community***

ASA amplifies the voice of and leads trade contractors to improve the business environment for the construction industry and to serve as a steward for the community. The ideals and beliefs of ASA are ethical and equitable business practices, quality construction, a safe and healthy work environment, integrity, and membership diversity. ASA participates in several industry coalitions and collaboratives on behalf of



subcontractors. For example, ASA representatives meet annually with officials from the Associated General Contractors of America to discuss top industry and public policy issues.

### ***Chapter Services***

ASA is committed to helping its chapters succeed. ASA's talented and experienced staff members serve as valuable resources in government advocacy, association management, membership recruitment and retention, marketing and communications, and more! ASA also provides a Chapter Toolbox containing a robust library of tools and resources to help chapters and their members achieve their goals—without having to reinvent the wheel. Furthermore, ASA offers its Direct Collect Program to relieve chapters of the administrative and financial burdens of invoicing and managing member renewals, giving chapters the ability to focus on other priorities important to their chapters.

### ***Local Chapters***

Of course, each ASA chapter or affiliated organization also offers special, local programming, events, networking opportunities, and many other benefits for subcontractors.

### ***Committees and Task Forces***

ASA members are eligible to volunteer to serve on several chapter and national committees and task forces, which allows them to get involved, build relationships with each other, and exponentially increase the value of their membership in ASA, both professionally and personally. When members work on committees and task forces, they have a broader and deeper understanding about the issues that most affect subcontractors, a sense of community and accomplishment by participating in something greater than themselves and making a difference in their greater industry community, and create lifelong friends.