American Subcontractors Association Colorado  
7555 West Amherst Avenue  
POB 27438  
Denver, CO 80227  
303.759.8260 | [www.ASAColorado.com](http://www.ASAColorado.com) | [DSCifo@ASAColorado.com](mailto:DSCifo@ASAColorado.com)

**2021 SUBStrong, Building Your Bottom Line  
February 24-26, 2021**

The American Subcontractors Association of Colorado (ASAC) are pleased to announce 2021 SUBStrong February 24-26 is a 3-day virtual conference and trade show focusing on building the bottom line of the construction subcontractor business.

ASAC in partnership with presenting sponsor, United Rentals present webinars, workshops, roundtable discussions, meetings, email business tips, videos, and a tradeshow that delivers the resources and solutions you need to build your bottom line.

2021 SUBStrong, Building Your Bottom Line offers information, resources and solutions covering finance to include forecasting, budgeting, cash flow, receivables, collections and taking corrective action. Presenting attorneys will discuss the construction contract and negotiation skills that help subs manage their risk and plan for a successful and profitable construction project. A roundtable discussion and attendee participation will focus on business development that is about satisfied customers and repeat business as well as new business opportunities. Health and safety are in everyone’s best interest. Health and safety are certainly a company initiative and culture and impacts the overall industry. We will be looking at how to use your health and safety program and performance to promote your business and recruit new employees as well as keeping your team safe, healthy and happy. Risk management, insurance and bonding and construction management are all part of this 3-day event.

2021 SUBStrong is open to all subcontractor businesses. Watch for details and visit [www.SUBStrong.com](http://www.SUBStrong.com) for information and registration.