

ASAC PRESIDENT'S MESSAGE



Monday, January 04, 2021

Good morning! Holidays are a wrap and Absolute Caulking and Waterproofing and ASAC are looking forward to 2021.

A reminder the new Colorado Sales and Use Tax System or SUTS zoom demo is this Wednesday, January 6 at 10:00 a.m. Registration and details are included in this issue of the President's Message. Register and plan to attend.

January 15 is the ASA webinar Goal Setting and Time Management for Success in 2021 presented by Dale Carnegie. Start the new year with your goals and intentions in place.

By setting SMART (specific, measurable, attainable, realistic and timely) objectives with a clear plan of action and holding yourself accountable by tracking them, you will be more likely to get things accomplished. Join us and feel more confident, less pressured, and more productive as you learn to overcome obstacles and see results. Information and registration are included in this publication.

At ASAC we are pleased to announce that we have partnered with United Rentals who is the presenting sponsor of 2021 SUBStrong. The ASAC and United Rentals partnership is the cornerstone of the 2021 SUBStrong, a virtual conference and trade show February 24-26. Three days of webinars, meetings, email business tips and solutions and a tradeshow that delivers the resources and solutions you need to build your bottom line.

SUBStrong, Building Your Bottom Line looks at finance to include forecasting, budgeting, cash flow, receivables, collections and taking corrective action. We talk about the construction contract and negotiation skills that help subs manage their risk and plan for a successful and profitable construction projects. Business development is about satisfied customers and repeat business as well as new business opportunities. Health and safety are certainly a company initiative and culture but impacts the overall industry and 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 safety, health and happy. Risk management, insurance and bonding and construction management are all part of this 3-day event. **SAVE THE DATE AND MARK YOUR CALENDAR**, watch your inbox for details and registration.

In closing, your present circumstances do not determine where you can go. They merely determine where you start. Happy New Year and make it a great week.