

## ASAC PRESIDENT'S MESSAGE



**Monday, January 18, 2021**

Good morning! It is the week of January 18, 2021 and today is a holiday for many as Americans observe Martin Luther King Jr. Day. This Day marks the birthday and legacy of the one of the most important Americans and a great civil rights leader who would have turned 92 today. Also, this week on Wednesday is Inauguration Day. Did you know that Inauguration Day is set per the twentieth Amendment to the U.S. Constitution, every four years on January 20<sup>th</sup>.

Today, January 18, ASAC officially launches 2021 SUBStrong. For the next few weeks, I will focus on the events of SUBStrong so that you come to realize this is a conference you will not want to miss. No travel or lodging expense needed... because SUBStrong comes to you, where you are in your busy day. SUBStrong is for everyone in your company and we have made their attendance possible. A company registration to attend SUBStrong is \$99. Yep, that is for everyone in your company and the opportunity to sit in on 30 sessions and hear 90+ presenters.

Begin with the SUBStrong website, [www.SUBStrong.com](http://www.SUBStrong.com) and from there you can learn more about the 3 day virtual conference and trade show coming February 24-26, 2021. SUBStrong is a construction event, committed to building your bottom line. The mission of ASAC is to support the profitability of members and SUBStrong strikes at the heart of that mission by giving you the tools to be profitable.

SUBStrong presents three Roundtable Discussions, one each day. The purpose of a roundtable is to hold a close discussion and exploration by a diverse group on a specific topic. SUBStrong presents business development on Wednesday, February 24 and focuses on how to market and promote your company to a general contractor. We will have GCs present to discuss the do's and don'ts, beginning new relationships, and how do you maintain good customer relationships, specific to construction.

Thursday, the roundtable discusses leadership and how leadership development, of both you and your team, goes directly to your bottom line through opportunity, influence and example. Some of our industry's greatest leaders tackle this topic.

Friday the discussion is Health and Safety and I assure you; this is not your typical health and safety discussion. Once again, SUBStrong brings our customers, general contractors, to the table to discuss what they expect on the jobsite from subcontractors when it comes to health and safety and what are the deal breakers and deal makers.

SUBStrong does not stop with the roundtable discussion, each day in an afternoon workshop, the roundtable topic is put through the rigors of the 'doingness' of the topic. Attendees can expect to come away with the information and the tools to building their bottom line through business development, leadership and health and safety. Mark your calendars and get registered.

Let's have a great week, call us if you need us.