

## ASAC PRESIDENT'S MESSAGE



**Monday, February 01, 2021**

Good morning! How was your weekend? Mine was good and I am looking forward to the week, this first week of February.

What is so special about February? You might be surprised to know that the typewriter was invented in February 1891. We think of wi-fi as being a modern invention, well in 1834 an English electric engineer was a pioneer in wireless technology! The first paper money in America was issued in the colony of Massachusetts in February. And the washing machine was patented in February of 1827. February was and is a busy month, let us keep the momentum going.

February 9, ASA hosts a webinar, Maintaining a Healthy Margin In an Up or Down Market. This is a panel discussion that explores in an up market how to manage significant growth without placing your profit at risk; or, in a down market what are some of the disciplines required to retain margin while chasing work. More information is included in this issue of The President's Message.

Expect to see information about SUBStrong coming February 24-26, 2021 coming virtually to you, a construction conference and expo. We will be featuring all that SUBStrong has to offer in the weeks leading up to the conference.

I would like to talk about the workshops that will be offered each day at 1:30 p.m. Workshops focus on the doingness of something. At a workshop you can expect takeaways that will build your bottom line.

SUBStrong offers two concurrent workshops each day: Total Control of Your Bottom Line is a 3-part workshop that focuses on the jobsite and how to avoid the pitfalls that lead to needless waste and spending, the second workshop brings the resources and tools that focus on business management: Business Development, Leadership and Health and Safety. Two workshops that build your bottom line. Who in your company will attend what workshop? Likely those that should attend the Total Control of Your Bottom Line will be on the jobsite. We have you covered, share your company link with them and they can join from their phone or tablet.

Often-times tips are the most valuable information we receive as we meet the daily challenges. Tips help us be successful, attract customers, manage our employees, manage our profitability and more. SUBStrong delivers to your inbox each morning a business tip that will be introduced at the opening each morning and talked about each day from noon – 12:30 p.m. at the Lunch and Learn. This segment of SUBStrong is hosted by Autodesk. Why Autodesk? Because for 40 years they understand and know well the challenges we face in construction. They have invested in research and development, talked to stakeholders, have more than 10,000 people working on and solving our operations and management problems, they have locations worldwide with 7 locations in the U.S. and one of those locations is right here in Colorado. So, when it comes to business tips, Autodesk have more than a few to share. We have asked them to select 3 business tips that support building our bottom line and we will be hearing those in just a few weeks.

In closing, a business tip for the week; 'keep your sense of humor' and make it a good week.