

## ASAC PRESIDENT'S MESSAGE



**Monday, February 15, 2021**

It is February 15 and a good morning to you!

You might wonder why we, ASAC, decided to focus 2021 SUBStrong on building your bottom line. Once we began talking through the conference it was apparent that every presentation, discussion, education session and workshop must be about building your bottom line because the ASAC Mission is, American Subcontractors Association of Colorado protects and supports the profitability of our members as we build Colorado.

We love what we do, and we love making a profit while doing it. There are times when being profitable is easier than other times. We are always watching and learning how to do it better, build it more efficiently, be safer in the process, leaving our mark of craftsmanship and in the end celebrating a successful outcome for our team, our customer and the owner. All of this translates to profit. That is the long answer to why we decided to focus 2021 SUBStrong on building your bottom line.

The keynote presentations of SUBStrong are presented by Plante Moran and we cannot think of a better partner to deliver on decision making, budgeting process and determining the value of your company. Each day we have the privilege of listening to the Keynote presentation and taking advantage of the knowledge and experience of leaders from the Plante Moran Construction Team. They specialize in everything from business transitions and succession planning to the factors that affect profitability, like tax reform, budgeting, decision making, new accounting standards and all things financial.

Did you know that Plante Moran was named a top 10 construction accounting firm by Construction Executive in September 2020? Let me take it one step further, according to the number of CPA's specializing in construction, Plante Moran ranked #1. SUBStrong delivers squarely in building your bottom line.

Building our bottom line depends on sound decision making, February 24 keynote; managing the finances responsibly and according to a well thought out plan, budgeting, February 25 keynote; and at the end of the day and year over year what is your company worth and how to continue to grow, manage and sustain that value, February 26 keynote. The takeaway from the keynote presentations is to have the tools for sound decision making, a well thought out and workable budget and a valuable company and assets to take you into the future.

If the keynotes are not enough of an incentive to join us at SUBStrong, consider the contract education or the solutions focused workshops and do not forget the health and safety sessions, looking ahead to surety and insurance markets and field solutions that cut overhead and unnecessary spending and so much more.

I will leave you with this thought by Steven Covey, "Most of us spend too much time on what is urgent, and not enough time on what is important." SUBStrong is important to your bottom line, see you there.

Make it a good week!