

ASAC PRESIDENT'S MESSAGE



Monday, February 22, 2021

It is February 22 and a good morning to you!

The February calendar is ticking away, we have observed Valentine's Day, Ash Wednesday and President's Day on the 15th with Lincoln's Birthday on the 12th and Washington's Birthday today. That brings us to the week of SUBStrong. Months of planning and preparing to deliver to you the information and resources to build your bottom line will be made available this week beginning Wednesday, February 24 through Friday, February 26.

I have been focusing on the sessions, roundtables, workshops and keynotes that are a part of SUBStrong, but I want to settle in on a common thread that runs through each offering, risk management. Construction projects and the astute and profitable construction owner improves and develops better systems and processes of risk management because it is in effective management of risk we get to profitable outcomes.

What is profit and how do you look at your bottom line? Absolutely it is in the numbers. A profitable business is the result of profitable projects but what are the pieces that have come together to achieve that end?

1. Build a great team.
2. Manage your business but lead your team.
3. Be selective to be profitable; the right customer and the right project.
4. Play to your strengths, quality is king.
5. Invest in your business.
6. Be proactive, not reactive.
7. Make smart decisions, understand the tools of decision making.
8. Give great customer service, repeat business is the core of business development.
9. Change is good, learn to adapt and adjust with changing trends.
10. Networking gets the word out construction is a relationship business.

These core principles of profitability are SUBStrong. I cannot emphasize enough that the time you spend at SUBStrong will grow your knowledge and understanding of our industry and build your bottom line. Do not assume there is nothing more for you to know, nothing that you have not heard before or an academic session is not how it is in the real world of construction. SUBStrong topics and presenters are construction. The names of the presenters you will want to keep in your contact list because at some point in your construction career you will want to have their contact information at your finger-tips; #6 – be proactive, not reactive.

I want you to know that the sessions of SUBStrong will be recorded and available to those registered at no cost, to all others the per session recordings will be available at a cost of \$49 per session.

Make it a good week and I look forward to seeing you at SUBStrong.