

ASAC PRESIDENT'S MESSAGE



Monday, March 01, 2021

It is March 1, my what a difference a day or two makes! It seems that February was cut short and I guess you could say that it was. We woke up this morning to a new week and a new month, good morning to you!

It seems that what we see in the rear view mirror is a clear perspective, a look at the value that we experienced, impacted us and we now take with us. We have just concluded 2021 SUBStrong, Building Your Bottom Line, the 3 day virtual conference and EXPO. I am struck by the takeaways and what I now know and possess that positions me to look ahead, down the road.

You are driving along at a comfortable speed and you glance up to look in your rear view mirror. Approaching is a truck that is traveling at a high rate of speed and is crisscrossing the highway. What you know and by your experiences you quickly maneuver the car out of the way of the oncoming truck to the shoulder of the road. The truck flies by without regard for you. You ease your way back onto the highway by first looking in the rear view mirror and then the side mirror and before you know it you are safely on your way. That is my review of SUBStrong. Today, my business is focused on the road ahead, blue sky and sunshine. The forecast looks good, nothing I cannot handle because I have the tools, resources and information. And, if I find myself in a storm that gives me pause, I know who to contact to get me back on the road.

The resources of SUBStrong will continue through 2021. And from time to time I will be reminding you to visit www.SUBStrong.com. We will continue to deliver through the website information, tools and resources. The website is your virtual construction classroom, check in from time to time. By the end of the week, we will have the recordings and resources of the SUBStrong sessions available to you under the SUBStrong Library tab on the website. We will keep you updated.

Looking ahead, we will be scheduling some in-person events when we believe it is safe to do so. In the meantime, we have heard your feedback and will be developing out how to best deliver the information you have requested, answer the questions you have asked and provide the tools you need.

I encourage you to focus on the road ahead, get the lay of the land. Take another look at your GPS and make sure you are on course and then get on the road. Spring and Summer 2021 look promising and because you are prepared, in the words of Horace the Roman poet, "Carpe Diem", Seize the Day! Make it a good week.