

ASAC PRESIDENT'S MESSAGE



Monday, May 10, 2021

Good morning! It is the week of May 10th and we have observed many significant days this month: National Teacher's Day on the 4th, Cinco de Mayo on the 5th, National Day of Prayer on the 6th, Mother's Day yesterday the 9th and for all you parents an observance you will want to celebrate every year, today is National Clean Your Room Day!

We have symbols that are significant. Symbols that keep us safe, give direction, provide information and communicate how we are feeling or an idea. Symbols are stories. Symbols are the basis of culture. We are accustomed to traffic symbols, badges of authority and belonging, state and federal flags to name a few. Today we have a new set of symbols that we call emojis. Emojis have become more than a smiley face and communicate a feeling beyond a simple word. Emojis are one of the most important communication tools we possess. Emojis are new to many of us. To the younger generation, emojis are as commonplace as traffic lights are to giving direction to drivers. Do you use emojis?

Symbols fall into many categories. How do you use your company logo? What does your company logo communicate about your business? Does it tell others what you do? Who you are? A company logo is a symbol and used properly can be powerful in branding and promoting your company.

As an ASAC member, do you display the ASAC logo on your website, social media or other strategic locations? The ASAC logo symbolizes fairness in construction, ethics in business practices and honesty and fair dealing in business operations. ASAC does this through the three pillars of the organization; advocacy, education and networking. I ask that you consider placing the ASAC and ASA logo on your website homepage. Use the symbols of building your bottom line and when asked about them communicate the values of ASAC and as a member your company supports fairness, ethics and fair dealing. There are links in this issue of The President's Message to download both the ASAC and the ASA logo. Display them!

ASAC has long discussed and given much thought to how do we as an organization reward and communicate business practices that support our mission and values. Coming to ASAC in the Fall 2021 is a subcontractor member only discussion group that will be of the highest caliber. We will discuss contracts, customers, cost and cash; in combination these are the lifeblood of the subcontractor business. We are still searching for the logo and the name of this member benefit because symbols are important, and the name must communicate goals and outcomes of a discussion that will deliver to our sub members solutions and information that will provide the best information that will support sound business decisions. I look forward to the time when I can make an official announcement and name the TBD newest ASAC Member Benefit, coming September 2021.

In closing, ASAC Construction Industry Awards are closed. The Women of Construction Nominations are open for another week, closing May 17. You will be receiving the ASAC Construction Industry Awards Ballot tomorrow. Be sure to cast your vote in each category as we look to the Awards in the Park, June 19.

That is it for today. Make it a good week.