



INDUSTRY PARTNERSHIP

Industry Partners Initiative Purpose:

- Develop a community of fair General Contractors and Subcontractors, which gives greater value to the construction owner
- Market your company to the subcontracting community
- Upgrade the professionalism of small and mid-size subcontractors on your projects
- Underwrite/support the cost of ASA's educational effort

WHY SHOULD A GC INVEST TIME & RESOURCES IN ASA?

ASA wants to associate with GCs who have demonstrated a high level of integrity, as determined by the current ASA membership. If

a General Contractor already has a positive reputation in the subcontractor community, ASA wishes to facilitate the building of new and the strengthening of existing relationships between the General Contractor and ASA members.

Below are the responses to frequently asked questions about the Industry Partners Initiative (IPI):

1 What is the ASA?

ASA is a politically non-partisan organization representing subcontractors. At the national level ASA provides educational materials, mostly related to contracts, and legal advocacy for its members. At the local/state level ASA provides forums for its members to talk about GCs and their projects, subcontractor specific educational seminars, legal advice, and advocacy for local and state laws that preserve or enhance the subcontractor's position.

2 How would our support of ASA complement (not duplicate) the programming that we already have in place?

This is a situation where you will only get something out of it if you put something into it. We have some GCs who put on educational seminars to benefit our members, and others who provide much needed meeting space. Each GC has a different personality and way of doing business. What is important to your company? What is your definition of a high performing subcontractor and what can you do within ASA to elevate more subs to that level?

ASA provides the GC supporter an atmosphere to address specific issues that a subcontractor working for you, or hoping to work for you, will not address. At our panel discussions, we can address payment, change orders, communication and other issues in a direct way so that everyone comes away with a better understanding of how each company deals with these issues. The subcontractors now have a better understanding of the owner's power to dictate certain subcontract provisions and how to address payment, so that the owner releases it in a timely manner.

Additionally, we realize that a strong Project Manager/Supervisor is a real key to a successful project. We offer opportunities for project managers for both subcontractors and GCs to network and learn from each other on communicating, fair subcontract terms and scheduling. This initiative offers subcontractors and GCs a unique opportunity to learn how they can address the major issues on a construction project so that the construction projects of the future are completed successfully.



WHY SHOULD A GC INVEST TIME & RESOURCES IN ASA?

3 How does ASA provide a clear and regular connection between the organization, its members, and its GC supporters?

At each regular meeting – held at least monthly – there are opportunities for all supporters and members to connect in meaningful ways. ASA members, who are also members of many other organizations, tell me that ASA has the most relevant communications. Among them are:

- The Contractor's Compass, which is the official education journal of the ASA, issued monthly;
- "ASA Today," a weekly national email news bulletin;
- Monthly educational webinars; and
- An annual national educational convention.

4 What are the opportunities to drive GC engagement overall, including education opportunities?

GC Industry Partners are encouraged to drive engagement in the following ways:

- Lead panel discussions addressing real issues in direct ways
- Each year we hold an ASA Board/ GC Partner Dinner to brainstorm the major issues facing our GC supporters and what we can do about them
- Host an "Open House" at your facility
- Host/participate networking opportunities
- Invite ASA leadership to your events for Subcontractors

5 What does it cost to become a GC Industry Partner and what recognition will we receive?

The annual cost to participate is \$2,500.

Each GC Industry Partners logo will be added to the ASA chapter's website along with a URL link to the Partners homepage. We will also provide recognition signage at meetings/events.

