

Hot off the press: Change is coming to the construction industry. You can help steer the direction it takes by participating in the California Subcontractors Legislative Conference on April 21 in Sacramento. This critically important event is your best opportunity to influence pending legislation that can directly affect your business. Learn more [here](#).



just

Briefly



▶ This is an urgent call for action

April 13 is the deadline to submit your answers to a quick survey being run by your ASA Economic Development and Government Relations Committee.

The committee wants to look out for the issues and interests with public and private owners that are most relevant to you. They're asking for two minutes of your time to answer just three questions that will steer them in the right direction.

Please take the survey online [here](#), right now! (It's for subcontractors only.)

Being heard is important, and your opinion really does count.

▶ Do good. Get \$25.

It's that simple. Bring in a new member, and you'll receive a \$25 Visa card. You can talk up the advantages of joining ASA to someone you think would benefit from membership, or, if that's not your style, you can pass along their name to [Nancy Grimes](#) and she'll take it from there.

▶ Do you know the secret to success?

Hint: It's really no secret. Strengthening existing relationships and creating new ones is key ... and you'll have the chance to grab that key when you chat with representatives of DPR Construction at our upcoming Meet Your General Contractor event.

If participating in highly complex and sustainable projects interests you, DPR would be a great fit. Their recent projects include Palomar Medical Center, Genentech Oceanside Product Operations, Intuit San Diego Campus, Isis Pharmaceuticals Corporation Headquarters – and the impressive list goes on and on.

Come and find out how DPR builds not only great projects, but great teams and great relationships as well. (And be sure to ask them the meaning behind the four surfboards hanging in their lobby.)



- ▶ April 30 – 3 pm to 5 pm
- ▶ Members only
- ▶ No walk-ins
- ▶ Limited to the first 25 members who register
- ▶ Get full details and [register today](#) to Meet Your General Contractor.

▶ The best address in town

Have you surfed our new and improved website? When you visit [sandiegoasa.org](#) you're in for a great experience. You'll find everything you need to know gathered in one place for quick and easy use.



Here is just a small sampling of the conveniences that are now a mouse click away: a membership directory, calendar, bidding opportunities, online registration for ASA events, links to other industry associations and to your elected representatives, online payment of ASA dues and fees – and a whole lot more.

By the way, if you have any feedback about the site – positive or negative – please let [Sharon Jones](#) know. After all, it is *your* resource!

▶ New ASA members

Click on a company name to visit its website. Better yet, welcome these newcomers personally.

- ▶ [So Cal Audio Video](#) – Marcie Bochenek
858-997-9295 or mbochenek@socalavinc.com
- ▶ [Sure Tec Insurance](#) – Ron Ballard – 619-400-4100 or rballard@suretec.com



Fair warning: ASA events fill up fast. Don't miss out because you forgot to save a date!

- ▶ *Members-only event*
- ▶ *Non-members welcome*

APR 21 ASAC Day at the Capitol

APR 30 Meet Your General Contractor – DPR Construction

MAY 01 Spring Fling Golf Tournament @ Carlton Oaks – *Golfers and vendor stands are sold out*

JUN 26 Sporting Clay Competition @ Lemon Grove Gun Club

JUL 22 Awards Banquet @ Mission Valley Marriott

JUL 28 Meet Your General Contractor – Ledcor Construction

AUG 26 ASA Board Strategic Planning @ University Club

SEP 23 General Contractor & Public Agency Showcase @ University Club

OCT 28 Meet Your General Contractor – To be determined

NOV 02 Fall Golf Classic @ San Diego Country Club

DEC 9 Holiday Casino Night & Bay Cruise @ Bahia

► Your ASA president says ...

Sometimes serving as your president is downright fun. This is one of those times, because I get to use this space to share some ASA success stories.

About six months ago, the Board and committee chairs set three goals during a strategic planning meeting, and significant progress has already been made in attaining these goals.

Goal 1: Our recently revamped Economic Development and Government Relations Committee has been working closely with the Regional Construction Procurement Committee on subcontract and payment issues sensitive to our membership. Contact [Anne Wright](#), who chairs our EDGRC, if you would like to become involved in this effort. (And complete her committee's survey if you haven't done so already; see "This is an urgent call for action" on the first page of this newsletter.)

Goal 2: Our Industry Partner Committee has been gaining momentum as they work to increase general contractor participation in the ASA. For example, under the leadership of [Steve Thompson](#), this committee has scheduled two visits this year to high-profile project job sites; details will be available on our website. Also – and I think this is such a great idea – we are now offering our Industry Partners free dues for one full year if they bring in two new subcontractor members. And here's another great idea: This year's General Contractor Showcase will include public agencies and will be held at the University Club, which is a surefire venue to attract more participation.

Goal 3: Every ASA board and committee member has been charged with bringing in at least one new member, and we've realized some gains in this area. However, we still need to make a push for even more new members, so I'm calling on *you*, too. Under the leadership of [Sam Padilla](#), the Membership Committee has initiated a great program where you'll receive a \$25 Visa card for every new member you bring in. (See "Do good. Get \$25" on page one of this newsletter for information on just how easy it is to help your ASA grow stronger.) Sam's committee has also initiated an effort to mentor new members by personally reminding them of events and reaching out to help them become involved.

The bottom line is that ASA is a committee-driven organization. Recognizing that we have this incredible pool of talent to tap, we will soon be conducting our first-ever Committee Chairs Luncheon. This bi-annual event will bring all the chairs together to trade strategies and ideas and to identify those areas where collaboration amongst committees would be beneficial. We're on a roll, and we intend to keep gaining momentum.

I could not be prouder of our chapter's membership, committees, and staff. This year, ASA will be celebrating 25 years of serving the unique needs of subcontractors. It boggles my mind to think of how many volunteer hours have been spent over this time. I am thankful for every one of them.



David Blackston
ASA President
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We Build Relationships

► ASA members make news

TAG has added Julia Brandl to its construction software team. This is a strategic move for Southern California's premier outsourced accounting and software consultancy firm, as companies in the building industry continue to find value in construction-specific software with integrated job costing and reporting.



A construction software specialist, Julia advises on accounting and estimating software solutions and provides consultation for sales and implementation services for a number of related products.

If you think you know **Tool Shed Rentals**, think again. This ASA member company, launched in 2008, maintains more than 200 pieces of rental equipment in addition to 100 pieces in its earth-moving division.

The company, which was founded by Tom Hawthorne after he "retired" from Hawthorne Machinery, was recently featured in *Construction Equipment Guide*. You can read the full article [here](#).

We think you'll be amazed!

► Top 5 subcontract issues

Knowledge is power, as the saying goes ... and your ASA Education Committee is prepared to help you become as knowledgeable as you can be about the issues that are most critically important to you.



Chairperson [Nicki Young](#) and her committee will sponsor a special event, "Top 5 Subcontract Issues," on June 23. Details will be available on our website soon.

► The best things in life are free

Do you know that your ASA runs a large ad in every issue of Contractor News & Views, and this space is **FREE** to you for the asking?

Check out this [example](#) of what Rocky Coast Builders recently did, and email [Nancy Grimes](#) if you would like to see your company featured soon.



CNV is the San Diego construction industry's leading publication and a must-read for all of us. Your free company ad will be seen by the who's who of this industry.