

Hot off the press: Have you, as a sub, ever been asked to sign a contract with an indemnity provision in which the general contractor or owner was attempting to shift risk to you? Have you ever wondered, "If I sign this, is my company insured?" Jeffrey Cavnac, of Cavnac & Associates, gives you the straight scoop in this [article](#).



just

Briefly

▶ Do you want Hispanic workers?

Here in San Diego, Hispanic workers are vital in helping ease the labor shortage, and this is unlikely to change in the foreseeable future. So, what can you do to find and retain more employees from this group? Here are 10 ideas:

1. Begin your efforts at home by offering referral bonuses to your current Hispanic employees. Likely they can recommend their family members and friends. Don't do this just once; remind them over and over that you want people and are willing to pay.

2. Hold an open house so your employees can tell their friends, "Come by our place on Thursday evening and check us out." Offer a Mexican-style meal, maybe even a home-cooked one. Invite families to come along, too.

**Estamos
CONTRATANDO**

3. Post "Estamos Contratando" (We're Hiring) flyers in apartment buildings and on community bulletin boards in Hispanic neighborhoods.

4. Visit the priests in Hispanic neighborhood churches and ask if they'll display your recruitment flyers.

5. Pay to advertise in *La Prensa*, San Diego's leading Latino newspaper.

6. Advertise on Spanish-language radio stations. Ask existing employees which stations they listen to.

7. Seek out Latino carnivals and fairs and take a creative approach: Set up your job booth there. Wear company uniforms. Hand out your "Estamos Contratando" flyers.

8. When you're actively recruiting, make sure you have a friendly, patient, bilingual person ready to answer the phone.

9. Ensure your supervisors know, at a minimum, job-site Spanish – particularly as it pertains to safety or to giving instructions that will help avoid a costly mistake.

10. Establish and communicate anti-discrimination policies. This will help give your Hispanic workers the confidence that comes from knowing they can contact someone to resolve an issue if they feel discriminated against on the job.

Ghosts, goblins, grog, grub, games, golf

Your ASA Fall Golf Classic Committee members have reinvented this event to make it *more fun than ever before*. New this year will be exhibitors serving up drinks, food, games, and Halloween surprises, as well as a cocktail bar open on the course all day. Note the new date, too: October 30.

▶ Protect your right to payment

You won't want to miss an upcoming ASA seminar that will tell you what you need to know about mechanic's lien and stop notice remedies.



Kevin Cauley, of **Schwartz Semerdjian Cauley & Moot** will be the presenter.

- ▶ October 16
- ▶ 3:00 p.m. – 5:00 p.m.
- ▶ Division 23 Brewing
- ▶ **Craft beers and food truck included**
- ▶ Register to attend [here](#).

▶ Spotlight on members



Hilti is a world-leading manufacturer and supplier of quality, innovative and specialized tools and fastening systems for the professional user.

Hilti expertise covers the areas of powder-actuated fastening, drilling and demolition, cordless power tools, diamond coring and cutting, measuring tools, firestopping, screw fastening, adhesive and mechanical anchoring, and strut and hanger systems.



How about greeting these new members with an email, a phone call, or a handshake? Click on company names to visit websites.

▶ **Cavnac & Associates** – Preston Cavnac, Jim Schabarum, and Jose Hamilton – 619-234-6848 or pcavnac@cavnac.com

▶ **Competitive Lighting & Electrical** – Ron Moresse and Angie Alvarado -- 760-726-3022 or rmoresse@competitivelighting.com

▶ **Hilti** – Ryan Hartpence and Brandon Riley -- 972-403-5800 or ryan.hartpence@hilti.com

▶ **Procore** – Kayley Schwankl, Zach Goepel, and Bryan McCarthy -- 805-755-4587 or kayley.schwankl@procore.com

▶ **Wesco** – Mike Smith and Al Marlow -- 858-279-0233 or micsmith@wesco.com

▶ Put your company in the spotlight!

ASA is introducing a new, free way for you to promote your company.

Though we're kicking it off here, in the future **Spotlight on Members** will appear regularly on the ASA Facebook page and in our LinkedIn group. To be featured, contact [Sharon Jones](#).

► Your ASA president says ...

The Board of Directors held a Strategic Planning Retreat in mid-September, and, I must say, it was a very productive meeting.

We talked a lot about our desire to heighten your awareness, interest, and involvement in government relations. We asked ourselves the hard questions: Do our members want the ASA to represent their interests at the local level? What, if anything, can we do to increase member participation?

I'm happy to report that we came up with a few really good (at least I think they are!) ideas. You'll be seeing the results of our brainstorming soon.

Another concern that's always on our minds is how to grow our membership. Well, guess what? We're serious about this, and we're putting money where our mouth is.

Starting October 1, any member who brings in one new member during the ASA's calendar year gets a \$100 Visa gift card. If you bring in two new members, you'll be spending a \$150 Visa gift card.

And, if you bring in three, you'll receive a \$200 Visa gift card *plus, wait for it ...*



That's right! I'll pay your dues for a full year. Just kidding. The ASA will!

Toby MacDonald

Toby MacDonald
ASA President
toby@westernfireprotection.com

► ASAC drafting new legislation to address OCIP

Early next year, ASAC will be introducing an important bill aimed at addressing **owner-controlled insurance programs** (OCIP) as they affect the subcontracting community.

The bill's intent will be to ensure that instructions to bidders on public and commercial projects contain complete information regarding proposed insurance deductibles and limitations.



Having complete information early-on is important for several reasons. For example, in the case of primary coverage, bidders do not want to run the risk that their own carriers may have to bear all or part of a loss before the OCIP has exhausted its limits.

Further, if the bidder can identify any differences in the conditions that its insurance policies normally cover, or any differences in the limits, that bidder should be prepared to seek difference in conditions coverage. Moreover, the bidder should make it clear to the owner that the cost of purchasing any such coverage is an expense of constructing the project and properly charged to the project.

We welcome your input on this issue as the bill language is being drafted. Please send any comments to our ASAC lobbyist, [Skip Daum](#).

► Get more out of your membership

How many times have you heard it said? *When you join a committee, you get more out of it than you put in.*

There's a good reason this has become a saying: It's absolutely true!

So, why not get more out of your ASA membership by joining one of our seven committees?

The Membership, Fall Classic Golf Tournament, and Awards committees especially need your participation, although you are most welcome to join any committee that appeals to you.

You don't need special skills, just a willingness to collaborate with others who share your interests and are excited to share their ideas or expertise.

Want to know more? Descriptions of the ASA committees can be found [here](#).

Get Involved

► And the rich folks are ...

Guess who's enjoying a \$100 Visa card just for bringing in a new ASA member?

That's right! John Luft of **Morrow Meadows**, Pamela McCarthy of **Reno Contracting**, and Sam Padilla of **Chula Vista Electric** are the latest members to reap the rewards of helping our association grow.

Would you like to be next? All you need to do is send the names of possible new members to [Nancy Grimes](#). She'll handle the rest.



We Build Relationships

2017 2018 CALENDAR

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

OCT 25 Meet Your General Contractor @ ETC Building & Design

OCT 30 Fall Golf Classic @ San Diego Country Club

NOV BIM Part Two Seminar

DEC 5 Lighting Retrofit Seminar

DEC 13 Holiday Casino Night/Bay Cruise @ Bahia

JAN 24 Meet Your General Contractor

FEB 7 Annual Legal Update @ Carvers Steak & Chops

MAR 23 ASA Sporting Clay Competition @ Lemon Grove Gun Club

MAR 28 Member Showcase

APR San Diego Gulls Game & Mixer @ Valley View Center

APR 25 Meet Your General Contractor @ Hensel Phelps

MAY 4 Spring Fling Golf Tournament @ Carlton Oaks

JUN 29 Awards & Installation Banquet @ Mission Valley Marriott

AUG ASA Board of Directors Strategic Planning Retreat @ University Club

SEP 26 General Contractor and Public Agency Showcase @ University Club

OCT 24 Meet your General Contractor

NOV Fall Golf Classic @ San Diego Country Club

DEC Holiday Casino Night/Bay Cruise @ Bahia Resort Hotel