



Hard Hat News

ASA of Baltimore, Inc.

DECEMBER 2011

Harrison Law Group - Legal Services You Can Build On

Located in Towson, Maryland, Harrison Law Group was founded in 1994 by the firm's president, Adam C. Harrison, and was built upon the foundation of providing high quality legal services to construction professionals at all stages of the building process – corporate formation; MBE, DBE and WBE certification; bids and bid protests; contract negotiation; impact and delay claim analysis; and dispute resolution. Over the years, Harrison Law Group has handled thousands of matters for hundreds of different clients, including owners, architects, engineers, sureties, general contractors, construction managers, subcontractors and material suppliers.

Harrison Law Group's seasoned attorneys, who collectively have over 60 years of experience advising construction professionals, also have a strong working knowledge of design and construction, which they rely upon when considering their clients' legal interests and the economic realities of specific projects. The firm's experience is the collective product of a large and diverse client base, an extensive range of commercial, governmental, industrial, and residential projects, and the firm's involvement in professional associations and industry trade groups.

In addition to HLG's construction law practice, Harrison Law Group represents clients operating in many different fields with general commercial litigation issues as well as corporate, business, insurance and employment law

matters. With respect to general commercial litigation, HLG's attorneys most often assist clients with debt collection and breach of contract disputes. The firm's comprehensive corporate and business law practice includes corporate entity formation and governance as well as real estate sale, lease and purchase transactions; general contract drafting and negotiation; and corporate merger and acquisition work. Through HLG's employment law practice, the firm works with clients on all aspects of their employer/employee relationships.

Whether the attorneys at HLG are negotiating and drafting a lease for building space or a purchase and sale agreement for real property; incorporating a new business or drafting company by-laws; assisting clients with the purchase of the stock or assets of another company or negotiating lender financing; or drafting an employee handbook or counseling clients with difficult employment issues, the

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Our President

Nothing says it better than pictures! Instead of writing a column this month I am sharing some of the highlights of our bull and oyster roast. Thank you all for your support and be sure to pencil in Nov. 9 2012 for next year.



Jim Bartucca (Fast Signs and Lighting) Chairman Dennis McCartney (B & B Welding, Inc.) and Bill Rinaca (Southern Mechanical)



The food was unbelievable. Many have said best they ever ate at a bull roast!



Southern Mechanical table

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The Director's Chair



You Are The Company You Keep

As I was setting up for the recent Bull Roast, a man who was visiting the caterer walked up to me and asked me about ASA of Baltimore.

I started to tell him who we are and what we do. When I got to legislative advocacy, he interrupted me with a smirk on his face and commented that he bet 90% of our members turn a blind eye on what is right and hire illegal aliens.

Needless to say, smoke was coming out of my ears as I calmly informed him that the reason our member organizations belong is *because* they hold themselves to a higher standard in the industry and work diligently to ensure fair business practices and ethical behavior from their firms. I further informed him that anyone who knows the score in the construction industry is aware of these high standards and prefer to use those subcontractors who are members of ASA.

You can be proud of your status as a member in good standing of ASA of Baltimore and should outwardly convey that to the rest of the industry. We have beautiful wooden membership plaques that you can proudly display in a place of prominence in your office that identifies you as a cut above other subcontractors.

If you do not have one, please let me know immediately and I will get one over to you. All members who have renewed this year will be receiving a 2011-2012 sticker to place on the plaques in the next week or two, along with your membership directory information letter.

You are the company you keep. Encourage fellow subcontractors who are not members to join. Together, we achieve.

Denise Lindross ~ Executive Director, ASA
PO Box 43958, Nottingham Maryland, 21236
410-344-1470 ~ denise@asa-baltimore.com

Accountant's Corner

Don't Let Workers' Compensation Costs Get the Upper Hand



For construction company owners, safety is a constant worry. First and foremost, an injury to a worker is a *human* concern that involves the well-being of a person and affects his or her family as well. But there's also a financial aspect — namely, workers' compensation costs.

Skyrocketing premiums and payouts can hurt a construction business during the best of times. But when profit margins are uncomfortably tight, as they've been for many contractors in recent years, a sizable claim (or series of claims) can be devastating. Let's take a look at the key elements of workers' compensation claim management and some ways you can keep these costs from getting the upper hand.

The power of EMR

Construction companies with strong safety records are rewarded with lower workers' compensation premiums. It all comes down to your experience modification rating (EMR), which is based on your safety record and is calculated by the National Council on Compensation Insurance (NCCI) or, in some states, an independent rating agency.

Your EMR is determined by comparing your company's workers' compensation claims to industry average losses in other construction companies of similar size. If you're at the industry average, your EMR is 1.0. If your workers' compensation claims history is 20% better than average, your EMR would be 0.80.

On the other hand, if your claims history is 20% worse than average, your EMR would be 1.20. And, if so, you could pay as much as 20% more in workers'

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Coach's Quick Notes

Motivation



Remember the number one motivator of a human being; and probably our animal friends as well (although I am not sure about cats). That is appreciation. Just simple appreciation; often with the use of the words "thank you".

When team members, family members, friends and others you come in contact with feel appreciated by you they will respond in very positive ways you can only imagine.

This sounds simple in theory but it is very challenging in application. Are you a "wrong finder" or a "good finder"? Only you can say.

Listening – a real skill

"My team members aren't listening to me" is a common complaint from management. The first question I ask is: "Tell me how management is listening to them?"

Oops, did I just step over a line here? Isn't management supposed to do the talking and the team members the listening and complying? Far too many believe that is how it should work.

Unfortunately, every business is in the people business to a greater extent than they realize. Even if you are a sole proprietor you have customers, right?

Human nature can be frustrating, aggravating, even anger producing at times, but it is the basis for all human interaction. If you want to be listened to then you must convince others you are listening to them!

Listening does not mean you comply with their wishes; but do they feel heard. You can do that with committees, team meetings, and of course one-on-one.

A special note – you cannot convince others you are listening if you do not look them in the eye. I have seen folks working on paperwork while others are talking.

Some have tried suggestion boxes. When I discover those I always drop a note. It is usually months before

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Safety Stop

Broken Compact Fluorescent Light Cleanup-Here's What to Do

Part 1

Fluorescent light bulbs contain a small amount of mercury sealed within the glass tubing. When a fluorescent bulb breaks, some of this mercury is released as mercury vapor. The broken bulb can continue to release mercury vapor until it is cleaned up and removed from the site.

To minimize exposure to mercury vapor, EPA recommends that residents follow the cleanup and disposal steps described below. This cleanup guidance represents the minimum actions recommended to clean up a broken CFL, and will be updated as EPA identifies more effective cleanup procedures.

Cleanup and Disposal Overview

The most important steps to reduce exposure to mercury vapor from a broken bulb are:

1. Before cleanup

- Have people and pets leave the room.
- Air out the room for at least 15 minutes by opening a window or door to the outdoor environment.
- Shut off the central forced air heating/air conditioning system, if you have one.
- Collect materials needed to clean up broken bulb.

2. During cleanup

- Be thorough in collecting broken glass and visible power.
- Place cleanup materials in a sealable container

3. After cleanup

Promptly place all bulb debris and cleanup materials outdoors in a trash container or protected area until materials can be disposed of properly. Avoid leaving any bulb fragments or cleanup materials indoors.

Actions You Can Take to Prevent Broken Compact Fluorescent Light Bulbs

Fluorescent bulbs are made of glass and can break if dropped or roughly handled. To avoid breaking a bulb, follow these general practices:

- Always switch off and allow a working CLF bulb to cool before handling.
- Always handle CFL Bulbs carefully to avoid breakage.
 - a. If possible, screw/unscrew the CFL by holding the plastic or ceramic base, not the glass tubing.
 - b. Gently screw in the CFL until snug. Do not over tighten.
 - c. Never forcefully twist the glass tubing.
- Consider not using CFLs in lamps that can be easily knocked over, in unprotected light fixtures, or in lamps that are incompatible with the spiral or folded shape of many CFLs.
- Do not use CFL bulbs in locations where they can easily be broken, such as play places.
- Use CFL bulbs that have a glass or plastic cover over the spiral or folded glass tube, if available. These types of bulbs look more like incandescent bulbs and may be more durable if dropped.
- Consider using a drop cloth (plastic sheet or beach towel) when changing a fluorescent light bulb in case a breakage should occur. The drop cloth will help prevent mercury contamination of nearby surfaces and can be bundled with the bulb debris for disposal.

Before cleanup

- Have people and pets leave the room, and avoid the breakage area on the way out.
- Open a window or door to the outdoors and leave the room for 5-10 minutes.
- Shut off the central forced air heating/air conditioning (H&AC) system, if you have one.
- Collect materials you will need to clean up the

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Workers Comp

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compensation premiums than a company with an EMR of 1.0 would, according to the Safety Management Group.

An EMR calculation gives more weight to the frequency of injuries but doesn't overly penalize a company for the severity of one particular claim. Put another way, a history of small, recurring claims can affect your premiums more than one large claim, because it shows there may be an ongoing problem that isn't being addressed. So reducing the number of claims will improve your EMR.

Classification codes

As the risk of injury associated with construction positions increases, so do workers' compensation premiums. Lower-risk jobs, such as clerical work and estimating, have lower injury rates than do hazardous ones, such as roofing. The NCCI assigns classification codes to every job type.

Re-evaluating your classification codes can result in significant savings. First determine whether your employees qualify for the lowest rates for the types of work they do; then try to reduce the number of employees whose jobs warrant higher classification rates.

Basic measures

The most obvious way to reduce workers' compensation costs is to create a safer work environment on job sites and in the office. This not only will reduce your EMR and, thus, your premiums, but also help ensure the long-term health of your employees.

To that end, insist that employees keep job sites clean and orderly, and require workers to wear appropriate protective gear at all times. Provide regular safety training classes and consider giving bonuses to employees who reach measurable safety goals. Welcome suggestions from employees about how to make job sites safer for all.

Be aggressive in managing and investigating workers' compensation claims. If handled correctly, the investigation can improve employee morale and

promote safety by showing management's concern for workers' well-being.

Require employees to report all accidents or illnesses immediately; the sooner injured workers get medical attention, the faster they'll recover and return to work. Plus, they may be less likely to file a lawsuit. Follow up with injured workers regularly and let them know how much you value them.

Not going away

Grappling with the many safety threats to your workforce and the accompanying workers' compensation costs isn't likely to ever get easier, much less go away completely. So review your safety procedures and claims process regularly to ensure you're doing everything you can to manage this risk.

Donald N. Hoffman MS, CPA

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Broken CFL Cleanup

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broken bulb such as stiff paper or cardboard, sticky tape or duct tape, damp paper towels or disposable wet wipes (for hard surfaces) and glass jar with a metal lid (such as a canning jar) or a sealable plastic bag(s).

Note: This document contains information designed to be useful to the general public. This document does not impose legally binding requirements, nor does it confer legal rights, impose legal obligations, or implement any statutory or regulatory provisions. This document does not change or substitute for any statutory or regulatory provisions. This document presents technical information based on EPA's current understanding of the potential hazards posed by breakage of mercury containing fluorescent lamps (light bulbs) in a typical household setting. Finally, this is a living document and may be revised periodically without public notice. EPA welcomes comments on this document at any time and will consider those comments in any future revisions of this document.

Terry L. Foy ~ Foy Safety Consulting, Inc.

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Motivation

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someone opens the box or I ask them to open it. And they wonder why they don't get good suggestions.

One key factor to let folks know they are being heard is feedback. If you are truly listening to understand their position, then give them honest feedback. Always thank folks for their input then give them an honest response; preferably after considering their ideas for a while.

If you are really brave you could consider an anonymous survey; what I call The Genie Survey. Folks who have used this tool are often surprised at how their team members feel. It is important to know where your team members' heads are at.

Perseverance – what it takes

Most folks I deal with at every level of an organization want to make things better; and that is defined in many different ways. They definitely do not want things to stay the same.

And they tell me they try; they really do try. But they can't seem to sustain the changes they want for the long haul. Then they blame it on the folks they are trying to change. I hear things like: "They will never change", "They just don't get it", "They don't care", etc. etc. I'm sure you can think of several more phrases you have used.

Well, the number one reason change is not sustained is that management does not persevere until the change is part of the company culture. They want things to happen more quickly than human nature is willing to permit.

Plus, they believe discussing the need for change, etc. in a one-time meeting should do the trick. It does not! Even if you see their heads nodding in the proper direction it doesn't mean they buy in.

And the number one reason for folks not buying in is the reason given earlier; they have heard this "stuff" before. Management has committed to a change and then gave up before it was really instituted.

So your team members are reluctant to commit to another change when management will probably give up on it in a couple of weeks, months, etc.

Important note: REAL CHANGE TAKES TIME

It takes the time it takes; isn't that profound? It always

takes longer than management wants it to take. Deal with it; pay the time price and win big.

Yes, it is that time of year again; time for the Christmas bonus. Most companies struggle with this each year; both when times are good and when they are not.

Unfortunately, the Christmas bonus has become an expected form of income. And it can be a morale buster; rarely a morale booster. Because it is an expected form of income; despite all those comments you have made, it is expected to be larger than the year before or it is a morale buster. Even if it is the same it doesn't promote morale.

And after all that time you have agonized over the subject and tried to be "fair" to everyone.

The reason this doesn't boost morale is that the expected form of income has already been spent either literally or at least mentally before the holiday arrives. Because it is already spent; even if mentally, it doesn't leave a warm fuzzy with the team member.

For that matter; if you are an owner, how many of your team members have ever thanked you for the Christmas bonus? Does that tell you anything?

Then there is the Christmas turkey; another gift for the holidays many companies participate in. After doing this a few years it loses its appeal as well. Then folks start comparing that one person got a turkey a half-pound larger and what is that about.

Then they start complaining why you can't give hams instead of turkeys, etc., etc.

Then there is the challenge of not understanding how such bonuses are determined. Let's say you give each of five PMs a \$4,000 bonus. All five will be thinking they deserved more because they work harder than the others.

Too late to address this for 2011. But watch for the January 2012 newsletter. We will talk about strategies for 2012.

And remember -

The Coach doesn't win until you win! The call is free.

"Coach" Bill Harrison
Phoenix Learning Institute
703-909-8230
wiharrison@comcast.net

Join these Sustaining Members! Support ASA of Baltimore!

One of the new features we are offering is to expand on our SUSTAINING MEMBERSHIP. Please review the follow categories and see if one of the features would be something your organization is willing to go a step above normal and customary dues to support.

Top Level - \$5,000 Platinum

1 year Platinum Website Logo Link; HHN Spotlight Article w/ framed display copy; 1 year - ¼ page color ad in HHN

Mid Level - \$3,000 Gold

1 year Gold Website Logo Link; 1 year – color business card ad in HHN

Lower Level - \$2,000 Silver

1 year Silver Website Logo Link; 1 year – B/W business card ad in HHN

Platinum



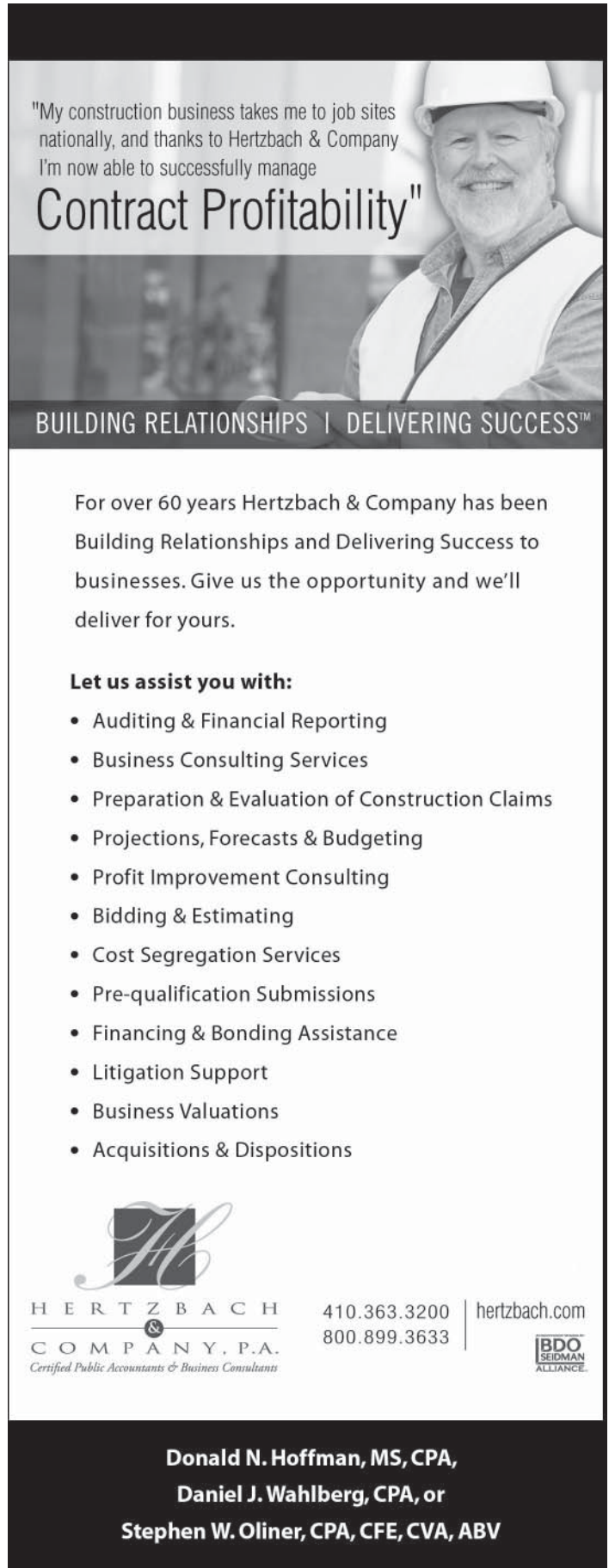
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Donald N. Hoffman, MS, CPA,
Daniel J. Wahlberg, CPA, or
Stephen W. Oliner, CPA, CFE, CVA, ABV

President's Message

Continued from page 2



Dancing the night away



Chris Little was a happy bidder at the silent auction!

A Special Thank You to our Bull Roast Sponsors

Event Sponsors:

Consolidated Insurance Center, Inc.
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Entertainment Sponsor:

American Core Drilling & Sawing

Food and Beverage Sponsors:

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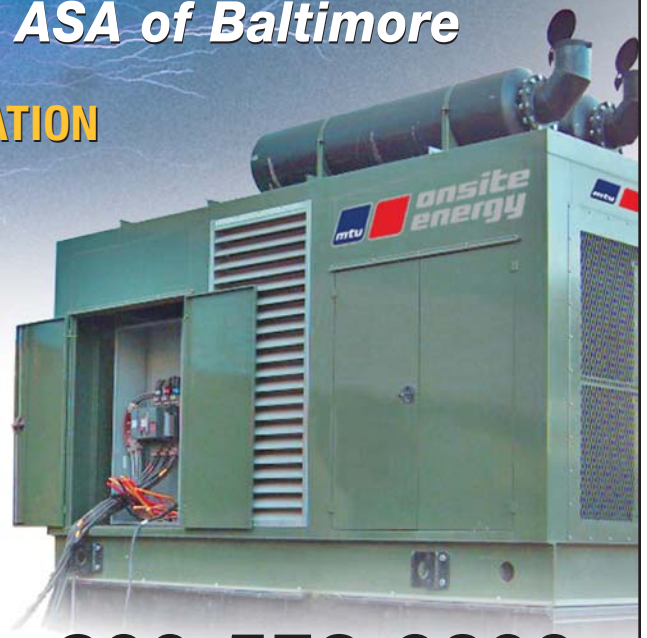
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Harrison Law Group

Continued from front page

firm's wide range of experience and vast array of legal services allows it to work together as a team with its clients so in turn, clients are best able to successfully operate their businesses regardless of the economic climate. According to HLG's President, "an effective team approach is the key to a successful business result."

Harrison Law Group has also taken initiative in using technology to develop closer relationships with its clients, thereby setting HLG apart from many other firms of its kind. With the growing importance of social media sites in today's society, Harrison Law Group has utilized these forums (i.e., Facebook, Twitter, YouTube) to reach out to the public and to inform its clients of current trends in the construction industry, along with changing regulations in the law. The firm's website (www.harrisonlawgroup.com) is kept up-to-date with news articles and informative blog posts, which are all written by the attorneys at Harrison Law Group. However, what really sets HLG apart from any other law firm is its extensive utilization of video production. The attorneys at HLG effectively use this tool to educate their clients and other website visitors on a variety of legal topics. Again, all the materials are produced and written by Harrison Law Group attorneys, then shot and edited in the firm's in-house studio by the HLG digital media in-house staff. HLG has also been fortunate with its opportunities to work with ASA in this regard by providing select video segments for ASA's website.

The atmosphere at Harrison Law Group is synergistic, and all of the attorneys and staff work closely together. As a medium-sized firm, the attorneys at HLG make it a priority to provide the same level of service and resources that a large firm can offer while giving specialized attention to each of their clients.



Need More Office Space?

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Click Here to check out our virtual tour! http://www.youtube.com/watch?v=0Z9pfOSXzjE&feature=channel_page

(Keep in mind it doesn't show the storage space)

Feel free to stop by and take a look at the office space anytime between 10-6 Mon-Fri.

FAQ's

Monthly rentals/security deposits.

The two large offices are \$400 each a month and the small office is \$300 a month and there is no security deposit required.

Utilities

Utilities are included (e.g. Electric, Water, etc.), but you are responsible for phones, internet etc.

Availability

The property became available as of 9/26/2011.

How much?

We have a monthly lease that will be due upon signing. Therefore, if you moved in during the middle of the month I will prorate you for the current month and have you pay the next full month in advance.

What's included?

Alarm, Electric, Water, Kitchen, 2 Bathrooms, Integrated access gate (you will have your own pass code), Parking, Storage is also available (separate charge if needed), Security Patrols around office building, Shared conference Room (meetings only)

SUBPOENA

ASA OF BALTIMORE
5808 ALLENDER ROAD
WHITE MARSH, MD 21162

PHONE: (410) 344-1470

BEFORE THE DIVISION OF EDUCATION AND ENTERTAINMENT OF
THE AMERICAN SUBCONTRACTOR’S ASSOCIATION OF BALTIMORE

Honest Drywall Company, Subcontractor)

)

Petitioner,)

SUBPOENA LAFUS LERNUM

)

vs.)

)

Dewey, Screwem and Howe, General Contractor)

)

Respondent.)

Case No. ASA20111206

)

TO: Esteemed Member of ASA
Attn: Owner, Employees, Spouses and Guests
1234 Subcontractor Lane
Baltimore, MD XXXXX

RE: ASA Goes to Court
Date of Event: 12/06/2011, 6:00 – 9:00 pm
The Bowman Restaurant, 9306 Harford Road, Parkville, MD 21234
Fine in the amount of \$60 due per attendee, \$55/person for table of 8
Non-members registration fine amount: \$75 per attendee, \$70/person for table of 8

YOU ARE COMMENDED to produce at the Restaurant of The Bowman, 9306 Harford Road, Parkville, MD 21234, yourself, spouses, and fellow colleagues for an evening of education and entertainment provided by the Past Presidents of the ASA of Baltimore.

RSVPs DUE BY the 15th of November, 2011.

ASA OF BALTIMORE

By: Denise Lindross, Executive Director

ASA GOES TO COURT

TUESDAY, DECEMBER 6, 2011

6 - 9 PM

THE BOWMAN RESTAURANT

CAST OF CHARACTERS

Joe Dohony	Judge, Al Ways Hangum Harry <i>American Pavement Maintenance</i>
Mike Wilmot	Owner, Rich F. Owner, III of <i>Wilmot Modular Structures, Inc.</i> Owner Development Company
Mel Taylor.....	Owner's Attorney, Mel "Money" Bags <i>Chesapeake Industrial Leasing Co., Inc.</i> Senior Partner of Cash, Coins, and Bags
Rick China.....	General Contractor, Rick Dewey of <i>1st Electric, Inc.</i> Dewey, Screwem, & Howe
Tim McGuire	General Contractor's Attorney, Timmy Joe Holdharmless of <i>McGuire, Inc.</i> Retainage, Holdharmless, and Paidwhenpaid
Angelia Little.....	Subcontractor, Angelia Alovus of <i>1st Electric, Inc.</i> ASA dba Honest Drywall Company
Steve Workmeister	Subcontractor's Attorney, Weston Jumpus of <i>Premier Concrete, Inc.</i> Partner of Plum, Jumpus, Flailem, & Getum
Dave Erdman.....	Supplier, Dave Watson, Chairman of the Board, President, <i>United Rentals, Inc.</i> Chief Executive Officer, and Head Knocker of Watson Drywall & Supply Company
Paul Koch.....	Supplier's Attorney, I. Ben Prayen <i>Curtis Engine & Equipment, Inc.</i>
Nick Thrappas	Bonding Company, Noah Vail, <i>ARC Construction Services, Inc.</i> President of the Burpco Family of Fine Bonds, Moneysafe, Inc., USSR&F, Ravenwood, Inc., etc., etc.
Fred Judd.....	Bailiff, Takum T. Jail <i>Judd Fire Protection, LLC</i>
Sharon Dobson	Director <i>Priceless Industries, Inc.</i>
Charles Yumkas.....	Narrator <i>Offit Kurman P.A.</i>

Member News

Sad News - And Then He Slept

It with deep regret that we report the passing of Stuart Halstead Dobson on Sunday, November 20, 2011. Stuart was the beloved husband of Sharon Dobson, President of Priceless Industries and ASA Past President.



The viewing was held at the Fellows, Helfenbein & Newnam Funeral Home, P.A., Centreville, MD on Monday, November 28, 2011. A Mass was held at St. Christopher's

Catholic Church, Chester, MD on Tuesday, November 29, 2011. Burial will be at a later date in Arlington National Cemetery, Arlington, VA.

Memorial donations may be made to Hospice of Queen Anne's Inc., 255 Comet Drive, Centreville, MD 21617; St. Christopher's Catholic Church, P.O. Box 660, Chester, MD 21619; KIVFD, 1610 Main St., Chester, MD 21619; Chesapeake Environmental Center of North America, P.O. Box 519, Grasonville, MD 21638 or Ducks Unlimited, Inc., 1 Waterfowl Way, Memphis, TN 38120.

We extend our heartfelt sympathy to Sharon and her family during this time of bereavement.

Gross Mendelsohn's Technology Solutions Group Staff Grows

Gross, Mendelsohn & Associates, P.A. is pleased to announce that Jamie Czajkowski joined the firm's Technology Solutions Group. He will provide sales and marketing support to the team, handling client communication and product research, preparing price quotes and proposals, and purchasing and billing.

Czajkowski has a background in technology and marketing. He earned a bachelor of science degree in business administration with a minor in marketing from Towson University.

Gross Mendelsohn is a Baltimore-based CPA and consulting firm serving the complete financial needs of privately-held businesses, nonprofit organizations and families in the Mid-Atlantic region. For more information, visit the firm's website at www.gma-cpa.com. The firm's Technology Solutions Group is a full-service, one-stop technology resource, specializing in the installation and support of accounting applications, and the setup and support of computer and network systems. For more information, visit <http://technology-solutions.gma-cpa.com/>



THIS MARCH, EXPERIENCE THE HEART OF THE RIVERWALK WITH ASA

Save the Date!

ASA BUSINESS FORUM AND CONVENTION 2012

**MARCH 1-3, 2012
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SAN ANTONIO, TEXAS**

Don't miss the premiere national learning and networking event for construction subcontractors, featuring:

- Workshops and general sessions explaining the latest tools and techniques to find, bid and work on the best projects, control costs, and manage other core company operations. Participate in a National Business Practices Interchange!
- NEW! Meet national/regional prime contractors at the first-ever GC Expo on March 1, from 4:30 to 7:00 p.m. The GC Expo is open to ASA members only from 4:30 to 5:30 p.m.!
- Half-day programming on Thursday and Saturday.
- Special events, including the first-ever GC Expo, the ASA President's reception, the FASA Golf Outing, the Farewell Dinner Dance, and the Spouses' Event.
- The latest products and services from ASA's Sponsors and Exhibitors on display.



Photo Courtesy of the San Antonio Convention & Visitors Bureau, Stephanie Colgan



Photo Courtesy of the San Antonio Convention & Visitors Bureau, Al Escobedo

REGISTRATION

Members: \$825 by Jan. 28 (\$925 after Jan. 28)
Spouse/Guest/2nd Registrant: \$725 by Jan. 28 (\$825 after Jan. 28)

Register online at www.asaonline.com or call 703.684.3450, Ext. 1304.

HOTEL RESERVATIONS

Call 1.888.421.1442 and reference "American Subcontractors Association Business Forum," or reserve online at www.asaonline.com.

Reservation cut off date: Jan. 28.



Photo Courtesy of the San Antonio Convention & Visitors Bureau

National News

Web Insight: Get the Most from the ASA Web Site Using the Site Search and Site Map

ASA's Web Insights series of articles introduces you to several areas of the ASA Web site (www.asaonline.com). In this article, you'll learn how to get the most out of the ASA Web site by using the Advanced Site Search and Site Map tools.

The quickest and easiest way to find what you're looking for on the ASA Web site is to use the Advanced Site Search in the upper right-hand corner of the home page. Type in key words you're looking for, such as "bid shopping" or "prompt payment," and click "go." Search results are categorized by Web pages, News, Events or Public Documents.

Here's a trick: Log in to the members-only section with your e-mail address and password before using the Advanced Site Search, and your search results also will yield all of the resources available only to ASA members.

The Site Map, also located in the upper right-hand corner of the home page, is an outline of the content of the ASA Web site. The Web site is divided into two main categories: ASA and FASA. ASA content is organized by Home Page, Advocacy and Contracts, My ASA, News and Periodicals, Education and Events, Membership Center and About ASA. FASA content is arranged by Home Page, Online Store, *The Contractor's Compass*, Research, Document Search, FASA News and Events and About FASA.

For more help exploring the ASA Web site, take a video tour — the video appears at the bottom of the home page. Questions? Contact ASA at (703) 684-3450, Ext. 1321, or communications@asa-hq.com

Are You Visiting Washington This Winter? Make the 'Congressional Connection' with ASA

Many families choose to visit Washington, D.C., in the winter to take advantage of the lower hotel rates, and avoid the hordes of tourists and the heat that can make visiting Washington in the summer a hassle. If you are visiting this winter, let ASA help you build a "Congressional Connection" while you're in town.

Through ASA's Congressional Connection program, ASA will set up meetings between you and your members of Congress. Meetings will focus on ASA's federal legislative priorities and provide an opportunity for you to take your message directly to your federal legislators' Capitol Hill offices.

To participate, simply download, complete and return to ASA the online Congressional Connection Meeting Request Form (available under the "Take Action" on the "Advocacy & Contracts" page of the ASA Web site) no later than three weeks before your visit. ASA will help you prepare for your meetings and accompany you to Capitol Hill. Don't miss an opportunity to connect with your federal legislators the next time you're in the nation's capital!

For more information, send an e-mail to GovernmentRelations@asa-hq.com.



National News

Blogs, Tweets, Wikis, Oh My! Is Your Company Using Social Media to Connect with Customers?

Hundreds of millions of people use LinkedIn, Facebook, Twitter, YouTube and many other social networking sites every day. They connect with professionals and businesses, friends and families, and strangers who have similar interests. If you could tap just 1 percent of those hundreds of millions of people on the shoulder and tell them about your business, wouldn't you?

Using social networking sites, you can. Social networking sites give businesses the ability to engage and connect with their customers and potential customers in ways that traditional media, such as expensive advertising and printed materials can't. So how do you get started? And which social media should you use for your business?

"The whole idea of businesses using social networking today is to inform people and talk about your company in a professional way," says R.J. Floco, Lifestyles Media Group, co-presenter of the ASA webinar "Expanding Your Professional Network — and Your Profits — in the Digital Age." "Social networking is now a way of saying this is what our company is doing and this is what's happening in our industry."

The 90-minute audio-visual recording of the webinar is available on the FASA multimedia CD-ROM, "Expanding Your Professional Network — and Your Profits — in the Digital Age" (Item #8041). The presenters discuss why social-media tools like LinkedIn, Twitter, Facebook and YouTube are valuable investments and explain how to expand your online professional network to include prospective customers and industry leaders.

"Social networking sites help you tell your business's story," Floco notes.

Social networking sites can:

- Increase brand awareness about your company.

- Initiate customer engagement.
- Develop and manage your company's reputation.
- Help ensure client retention.
- Give your company the "cool" factor.
- Instigate a "viral effect" through rapid dissemination of information.
- Generate customer feedback.

Social networks also increase your Web site traffic, because they optimize your business's placement in search-engine results. "Businesses may be about finances and the bottom line, but really, it's about customers," Floco adds. "It's about pleasing customers, acquiring new ones and connecting with them. For brick-and-mortar businesses or companies that focus on production, social media is an excellent way to connect with customers and businesses."

Order online at www.contractorsknowledgenetwork.org or call (888) 374-3133.

NLRB Extends Deadline for Displaying New NLRA Posters

The National Labor Relations Board has extended to Jan. 31, 2012, the deadline for employers to display posters notifying employees of their right to organize. The NLRB postponed its original Nov. 14 deadline "to allow for enhanced education and outreach to employers."

The new rule requires all private-sector employers, including employers with or without union work forces, subject to the National Labor Relations Act to display posters in "conspicuous places, including all places where notices to employees are customarily posted."

ASA member Faith E. Harrison, Esq., Harrison Law Group, Towson, Md., discusses the new requirement in an ASA "Legal Insight" video available on the ASA Web site.

Professional Council

Members Helping Members

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Each month a list of professional service members will be listed in the Hard Hat news as the Professional Council on call for the month. They will be more than happy to address a question from ASA members.



Annual Joint AGC/ASA January Meeting



When: Thursday, January 26, 2012

Where: The Holiday Inn
Inner Harbor
301 W. Lombard Street, Baltimore, Md 21201

Time: 5:00 - 7:00 pm

You will enjoy delicious hors d'oeuvres
and an open beer and wine bar

Join us as general contractors and subcontractors take a
moment to network, discuss industry trends,
solicit new business and share ideas

BE A BEVERAGE SPONSOR FOR THIS EVENT: \$250
You will receive recognition at event
and a link from ASA website to your website

ASA OF BALTIMORE CALENDAR 2011-2012

SEPTEMBER 2011

September 22 ~ 5:30 - 8:00 p.m.
Squires in Dundalk
Speaker: Terry Foy
How to Prepare For a MOSH Audit

FEBRUARY 2012

February 23 ~ 5 - 7 pm
Squires in Dundalk
Speaker: Michael Pappas, Esquire
Legislative Update

OCTOBER 2011

October 27 ~ 5:30 - 8:00 pm
The Bowman Restaurant
Speaker: Edward Seglias and Jennifer Horn-
Crossing Borders

MARCH 2012

March 22 ~ 6 - 9 pm
Cross Street Market
Networking

NOVEMBER 2011

November 18 ~ 8 pm - Midnight
3rd Annual Bull & Oyster Roast
UAW Local 230
1010 S. Oldham Street, Baltimore MD 21224

APRIL 2012

Annual Joint Association Networking
Venue, Date and Time TBD

DECEMBER 2012

December 6 ~ 6-9 pm
The Bowman Restaurant
ASA Goes to Court - A Mock Trial Presented by ASA of
Baltimore Past Presidents

MAY 2012

May 17 ~ 4 - 8 pm
Holiday Inn Inner Harbour
GC EXPO

JANUARY 2012

Annual ASA/AGC Joint Dinner Meeting
Holiday Inn Inner Harbour
Networking Cocktail Party

JUNE 2012

June 28 ~ 5 - 7 pm
Year End Wrap Up & Networking
The Bowman Restaurant

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CALENDAR OF EVENTS

Tuesday, December 6
ASA Goes to Court
A Mock Trial Presented by the Past Presidents
of ASA of Baltimore
The Bowman Restaurant
6 - 9 pm

Thursday, January 26, 2012
Annual Joint ASA/AGC Networking Event
5 - 7 pm
The Holiday Inn, Inner Harbor

Hard Hat News

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Chapter Accountant.....Art Little, CPA
Executive Director.....Denise Lindross

BOARD & COMMITTEE MEETINGS

Membership Committee

Tuesday, December 13

9:30 am

Board of Directors

Tuesday, December 13

Board of Directors

10:30 am

ASA of Baltimore Office

Merry Christmas



Annual Joint AGC/ASA January Meeting



When: Thursday, January 26, 2012



Where: The Holiday Inn
Inner Harbor
301 W. Lombard Street
Baltimore, Md 21201

Time: 5:00 - 7:00 pm

You will enjoy delicious hors d'oeuvres and an open beer and wine bar

Join us as general contractors and subcontractors take a moment to network, discuss industry trends, solicit new business and share ideas

BE A BEVERAGE SPONSOR FOR THIS EVENT: \$250
You will receive recognition at event and a link from ASA website to your website

Regular registration for the January meeting ends on Friday, Jan. 20. Late registration is subject to availability and additional fees. Cancellations must be received by noon Monday, Jan. 23 for refund or credit. Substitutions are allowed.

Company Name _____ **Phone** _____

Attendee Names (additional list on back) _____ **E-Mail to confirm registration** _____

AGC/ASAMembers \$50 _____ **#Non-Members \$65** _____

I WISH TO SPONSOR THIS EVENT: \$250 EACH _____ **TOTAL \$** _____

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