

Hot off the press: Your ASA Board of Directors, during its recent Strategic Planning Meeting, brainstormed ways to meet the goal of increasing the association's membership. One result of this discussion is that new members will be offered a **20 percent discount** on their first year's dues, on top of the usual pro-rated discount. There are many great reasons to join; here's one more!



just

Briefly

► Legal update - the good, bad, and ugly

Summer brought a handful of new or changed employment law provisions that will affect your business.

At the top of the list is that, as of July 1, California's minimum wage became \$9 per hour.



Also, workers' compensation "time of hire" information must be updated; the Paid Family Leave wage-replacement program has been expanded; and California's Work Sharing Unemployment Insurance Program has been changed.

You can read a short but informative article about all of these changes [here](#).

Are your eyes rolling? That's why you won't want to miss our upcoming **Annual Legal Update**. Kevin Cauley, a partner at Schwartz Semerdjian Ballard and Cauley, will address and field your questions about not only employment law changes, but other topics as well: the new annual registration fee for public works contractors; revisions to real property disclosures on construction defect litigation; and three recent court decisions in cases that may affect you.

► Where will you be on Oct. 22nd?

Thirty-one years ago, Turner Construction opened its San Diego office. The rest is, as they say, history.

This leading construction company has contributed its expertise to many of the region's landmarks, including the San Diego New Central Library, San Diego International Airport, UCSD, and Ten Fifty B Street Apartments (the West Coast's tallest affordable housing project.)

No question; teaming with this powerhouse can boost your business. You'll have the opportunity to solidify important business bonds at our next ASA Industry Partner Meeting, an informal and productive event that's not to be missed.

Turner

- October 22 - 10 am to Noon
- Members only
- No walk-ins
- Limited to the first 25 members who register

► Get full details and [register today](#) to Meet Your General Contractor.

► Fore-thought

The Fall Golf Classic is just around the corner. Get the details [here](#) and sign up to be a sponsor [here](#). This hugely popular event fills up fast. Don't be left out!

► Get and you shall receive

A \$25 gift card has your name on it, and all you need to do to claim it is get a company to join ASA.

This new rewards program takes aim at increasing our chapter's membership. After all, no one knows the benefits of belonging better than an existing member.

We invite you to get out there and tell the ASA story ... and then enjoy spending your reward. Whether you recruit a sub, a service or material provider, or a general contractor, you'll be helping ensure this association endures and thrives.



Look who's out there spending their reward money right now: **Frank Robledo** of Dynalectric, who brought in Phazer Electric, and **Toby MacDonald** of Western Fire Protection, who signed up Sheldon Site Utilities.

Way to go, Frank and Toby!

If you would like some help putting together your own recruitment pitch, contact **Nancy Grimes**. She can provide ideas and materials.

► Victory is ours!

Yes! Governor Brown signed AB 1705 ... thanks to **an incredible effort** by ASA - California, including several of our own members.

This bill limits the circumstances under which public agencies may withhold more than 5% of total payment amounts for time and materials on substantially complex public works projects; defines projects that are not substantially complex; and extends the date for repealing provisions governing retention proceeds.

► Schedule now!

► *Members-only event*
► *Non-members welcome*
OCT 22 Meet Your General Contractor - Turner Construction

NOV 03 Fall Golf Classic @ San Diego Country Club

DEC 10 Holiday Casino Night & Bay Cruise @ Bahia Belle Hotel

JAN 14 Annual Legal Update @ Butcher Shop

JAN 28 Meet Your General Contractor - Hensel Phelps Construction

► Hello and goodbye

Rocky Coast Builders' **Doug Ladderbush** has joined our Board of Directors. He is replacing **Dave Lindley**, of Diversified Windows, who will continue to participate in and support ASA functions.

Thank you both!

► Your ASA president says ...

Isn't there a song by Irving Berlin that says, "We're havin' a heat wave, a tropical heat wave..."? Those lyrics went through my mind more than once recently, especially when I felt scorched just walking outside from my El Cajon office or home to my car.



My "suffering" reminded me of what it's like to work in the field, and this, in turn, got me thinking about the other conditions that affect our field-workers: rain; holidays that occur during the work week; long drives to job sites, some of which result in no pay for that day; and the ever-present danger that's intrinsic to the kind of work they perform.

I'm guessing that, if you're reading this, your work day isn't affected by these circumstances. You and I are so fortunate. I hope we can all take some time to recognize the difficulties, dangers, and sometimes unstable income our field personnel have to face.

If we haven't done so recently, perhaps it's time for us managers to visit our sites. We can shake hands with, and personally thank, the people who build our projects. I know my hardhat is off to all of them.

On another hot topic, the entire ASA Board of directors and many members who serve on committees convened in August (in an air-conditioned room) for our Strategic Planning Meeting. This annual event allows us to evaluate our previous year's performance and set goals for the chapter's future.

The goals we set are to increase membership; increase general contractor participation at our various events; increase our recognition of these Industry Partners at our various events; and restructure our Government Relations Committee.

Regarding building membership: Now you have a new reason to help us meet this goal by encouraging a new company to join. (Read about our new incentive program elsewhere in this newsletter.)

I also encourage you to initiate a business relationship with another current ASA member. This will help your own business grow, and it will help strengthen the overall association.

Last and always – *and I really mean this* – I want to hear your opinions, both the negatives and positives.

David Blackston
2014 ASA President
davidb@dawhitacre.com

► Winners, each and every one

Congratulations go to all of those who were honored at the recent ASA Awards Banquet.

- Kyne Construction – Rookie of the Year
- Bergelectric – Subcontractor of the Year
- Toby MacDonald of Western Fire Protection – Member of the Year
- McCarthy Building Companies – Large General Contractor of the Year
- Pacific Building Group – General Contractor of the Year
- Mary Bubacz of DPR Construction – GC Project Manager of the Year
- Brian Turner of Hensel Phelps – GC Superintendent of the Year
- Schwartz Semerdjian Ballard & Cauley – Affiliate of the Year



► Have you said hello to these new ASA members?

You can click on a company name to be taken directly to its website. But don't stop there. Call or email to welcome these newcomers, or search them out at an ASA event and say hello in person.

- Sheldon Site Utilities – Billy Sheldon -- 858-486-8004 or billy.sheldon@sheldonsite.com
- Phazer Electric -- George Bonner -- 619-567-3485 or gbonner@phazerelectric.com



We Build Relationships

► Member news is good news

Bergelectric tapped its San Diego Special Projects Division Manager, **Steve Stroder**, to become San Diego Regional Manager.



With this well-deserved promotion, Steve is now in charge of all operations running out of Berg's San Diego office.

► Try some free publicity – yes, we said 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 TAG / The Accounting Group recently did, and email [Nancy Grimes](#) to follow suit.

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.

► Increase your profitability: here's how

Solid advice is offered by **TAG** in an article you can read [here](#). You'll see 15 accounting and financial strategies to make your construction company more profitable, from "Bill early, bill often" and "Pay early, pay often" to "Thwart embezzlers" and "Plan cash requirements." This article is a must-read for all.