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## ASAM Committee Manual



Visit [asamichigan.net](http://asamichigan.net) for additional information and resources.



## MISSION

The American Subcontractors Association of Michigan's primary goal is to be effective advocates for our members. To that end, we support and celebrate the West Michigan construction industry's uniquely collaborative culture through networking, education, and professional growth—the hallmarks of intentional community building.

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## VISION

With West Michigan's construction sector projected to grow by 16 percent over the next ten years and 48% of today's construction workforce expected to retire within the next 15, our goal is to ensure that the West Michigan construction industry meets the challenges of the present and future through engaged recruitment, intentional community building, and active stewardship. Our ultimate goal is to ensure that the West Michigan construction industry's uniquely collaborative culture continues to thrive for trade contractors, general contractors and construction managers, and our partners.



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The ASAM President is an appointed role, voted on by the Executive Committee, and carries a 12-month term. The role of ASAM President provides a one-of-a-kind opportunity to connect, collaborate, and support partners, companies, and peers in the construction industry. The President should provide a voice for ASAM membership companies while supporting the board of directors, executive board, and ASAM committees in achieving established goals and objectives.

The ASA's mission is to promote the rights and interests of subcontractors, specialty contractors, and suppliers by **building strength in the community** through education, advocacy, networking, and professional growth.

Building strength only happens through intentionality. The President is responsible for driving ASAM initiatives forward, and that takes work. Most of the time, the work is communicating. The President reviews materials before meetings, give themselves time to digest it, and formulate talking points designed to drive conversation and action forward.

Beyond communicating and modeling an active and engaged volunteer work ethic to the rest of the ASAM Board, the President's goal is to lead based on ASAM core values.

- Represent ASAM membership companies while advancing influence and professionalism for trade companies, advocating for safety, ethical business practices, and best industry practices.
- Actively support membership recruitment and annual renewals. This involves modeling active support to the rest of the board.
- Provide leadership, exposure, and assist with the development of the ASAM VP.
- Provide a point of contact for collaboration with Reagan Marketing + Design for marketing, communication, recruitment, safety communication, annual renewals, and ASAM National communication.
- Coordinate and communicate with ASA National as needed. Attend annual SUBExcel national event.
- Support and assist the Board of Directors and Committee Chairs.
- Manage and lead monthly board meetings.
- Assist with coordination and management of ASAM financial statements in conjunction with the Treasurer
- Manage and schedule quarterly Executive Board meetings.
- Provide leadership and lead recruitment efforts for existing, new, and future board members.
- Provide monthly updates to membership companies (typically during monthly GMMs, BPIs, or CAFs).
- Support and assist with MCOY event coordination. Collaborate on MCOY event responsibilities (day of the event). In conjunction with the ASAM VP, hold follow-up meetings with each of the 8 nominated CM/GC partner companies.

The role of ASAM President is as rewarding as it is demanding. There is no better way to take an active role in our industry than by helping ASAM's efforts to support and advocate for trade professionals. The President's role allows you to expand your industry knowledge, invest in important relationships, and deepen your commitment to the West Michigan Construction Industry in a meaningful way.





The ASAM Vice President position is an appointed role, voted on by the Executive Committee, and carries a 12-month term. The role of ASAM Vice President provides a unique opportunity to support the ASAM President in their goals and initiatives and to work closely with the President and the MCOY Committee in the planning and production of the annual MCOY Awards.

The roles and responsibilities of the Vice President include but are not limited to:

- Supporting the President in their vision and goals for their term.
- Learning their roles and responsibilities from the President to ensure a smooth transition when the Vice President becomes President.
- As MCOY Committee Leader, the Vice President works alongside the President and MCOY Committee to plan the annual MCOY Awards. This includes leading the effort to secure sponsorships and voting participation.
- The Vice President hosts the MCOY Awards alongside the President and holds follow-up meetings with each of the 8 nominated CM/GC partner companies.
- Supporting and assisting the Board of Directors and Committee Chairs.
- Participating in quarterly Executive Board meetings.
- Providing leadership and recruitment efforts for existing, new, and future board members.
- If President is absent, the Vice President leads Monthly Board Meetings and General Membership Meetings.

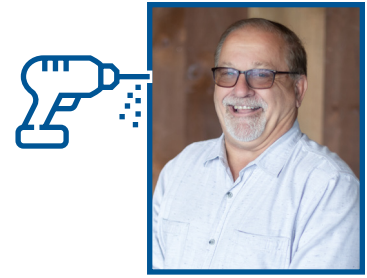
The ASAM Vice President Role is a leadership role that helps prepare the individual to eventually take over the President's roles and responsibilities. The Vice President's primary responsibility is the MCOY Awards and learning the inner workings of the executive team and President roles.





MCOY was founded over ten years ago on a vision to positively impact the West Michigan construction industry...and indeed it has! Since inception, MCOY has recognized, celebrated and fostered true partnerships that have elevated our industry by creating an environment that encourages professional and personal development. We are proud of our decade-long history and accomplishments; likewise, we are honored to have been awarded Chapter of the Year by ASA National in March 2020—an accolade that exemplifies our collective, outstanding achievement.





## 2021-2022 ASAM CWDA Committee Liaison

Dan Hall, [Architectural Glass and Metal](#)

### Liaison role and responsibilities:

- Oversee and organize all aspects of CWDA Rally Committee and activities
- ASAM board liaison to all CWDA Rally Committee activities
  - Update members on CWDA Rally offerings/activities at ASAM programming meetings
- Identify and maintain list of individuals or companies who may be interested in serving in the future on the CWDA Committee

### CWDA Committee activities:

- Plan, execute and recap annual CWDA Rally
- Plan
  - Meet with CWDA Rally Committee 6 months before event date
    - Review last year's games
    - Review last year's attendees and sponsors
    - Review last year's food and beverage
    - Review last year's event location.
- Execute
  - Meet with CWDA Rally Committee
    - Take recommendations from planning in each area, and put them in play for this year's event.
      - New games needed?
      - Send invites out to past teams and sponsors for this year's event
      - Attain quotes on food and beverage and pick one.
      - Confirm date and location.
      - Confirm MC and judges
      - Recap
  - Meet with CWDA Rally Committee
    - Recap this year's event:
      - Any major oops?
      - Any changes recommended?
      - Set meeting time for next year

### Future opportunities ideas for added value:

- Find new ways to utilize CWDA Rally to help promote youth in trades
- Articulate the connection between the ABC CWDA Committee and ASAM
- Send CWDA spokesperson to other events (such as ASAM) to promote the rally
- Lead on penning articles for the CWDA Rally
- Month-to-month financial management for the rally funds bridging CWDA and ABC (reviewing the reports and passing along to Ann P to record)
- Budget management for the rally (creating annually, managing costs, tallying final costs after the rally)
- Raised funds distribution in support of CWDA's mission (coordinating discussion between CWDA and fund-seeking parties, lead funding decision-making process)

## 2021-2022 Membership Committee Chair

Brian Strick, D&D Building



### ASAM Membership Committee activities:

- New Membership Recruitment
  - Conduct periodic outreach efforts to potential trade contractors, suppliers and service providers about the advantages and benefits of becoming a member or sponsor of ASAM.
  - Maintain current membership and sponsorship application forms for outreach efforts.
  - Provide ASAM Board monthly updates for outreach and recruitment activities. Solicit feedback from Board on potential members or sponsors.
  - Maintain appropriate records for outreach and recruitment efforts to ensure continuity and efficacy of Membership Committee-activities during periods of transition.
  - Be an advocate for ASAM in all professional settings and encourage fellow committee and board members to advocate for ASAM to help with visibility and recruitment efforts.
- Current Membership Outreach
  - The association exists for its current members. Never miss an opportunity to acknowledge or thank a fellow member company or sponsor for their involvement with ASAM.
  - Conduct periodic outreach to ASAM members and sponsors to 1) thank them for their involvement in the organization and 2) solicit feedback, of any kind, about how they view the association, what can we do better, what ideas they may have, etc.
  - Encourage involvement, at every opportunity, for member companies to vote in the MCOY process.
  - Provide ASAM newsletter articles for the periodic publication of said newsletter. Include those topics that are related to the value of current membership, recruitment, etc.
  - Advocate for those resources and benefits that are provided not only by the local ASA chapter, but by the National ASA organization, too: Infohub, ASA Advantage, Contractors Compass, SUBExcel, Advocacy, etc. Make sure members realize the full potential of their membership or sponsorship.
- Annual Renewal Outreach
  - Assist with those efforts for annual renewal period. Reach out to any member or sponsor that has not renewed.
  - Provide feedback to board for any non-renewal issues.
- Membership Committee Transition
  - During period of Membership Committee transition, establish handoff timelines and meeting dates to ensure new Membership Committee Chair is setup for success.
  - Share any databases or records established to new Membership Committee Chair to help with continuity of efforts.
- Update ASAM Board with Membership Feedback
  - Provide ASAM Board with any feedback from current or potential members and sponsors to help ensure that the Board is fully informed of any issues, concerns or success stories.

### Future opportunities ideas for added value:

- Discuss potential of a Membership Committee with multiple members and different backgrounds within the ASAM community.
- Program development for ASAM display/booth/table at applicable trade and industry events for higher visibility and recruitment efforts (post COVID)
- Additional efforts to push ASAM further within each member company or sponsor (i.e. executive, operations, accounting, IT, HR, field, etc.)





## 2021-2022 ASAM Programming & Education Committee Chair

Travis Koetje, [Burgess Concrete](#)

## 2021-2022 ASAM BPI Committee Chair

Mike Martinchek, [Andy J Egan CO., Inc.](#)

### Programming & Education Events:

- Business Practice Interchange (BPI): These member-only events are a way to learn improved business practices on a variety of topics. A BPI event can be a time of brainstorming and sharing past experiences to better the construction industry as a whole.
- Construction Advancement Forum (CAF): A key component to improving the business of subcontractors is developing an understanding of how we can help in the success of those we share the industry with. ASA will periodically invite Construction Managers, General Contractors, Developers, Architectural/Engineering firms and others that share our vision of an improved industry to join our members in participating in a Construction Advancement Forum.
- General Membership Meeting (GMM): At a GMM our goal is to provide targeted, accurate information from speakers who are experts in their field.

### Chair role and responsibilities:

- Coordinate committee meetings to discuss GMM, CAF, and BPI events
- Ensure event speakers are scheduled and topics are finalized
- Coordinate event location and other details with Reagan Marketing

### ASAM Programming & Education Committee activities:

- Schedule BPI's
  - Two (2) per programming year
  - Ensure we have topics that are current and generate conversation
  - Ensure we have a moderator scheduled
    - Most often a lawyer from Hilger Hammond
- Schedule CAF's
  - Two (2) per programming year
  - Book GM/CM to speak to ASAM membership
  - Ensure we have a non-partisan moderator available
    - Historically, we've had a lawyer from Hilger Hammond or an insurance agent fill this roll
- Schedule GMM's
  - Six (6) per programming year
  - Book speakers on a variety of topics relevant to the construction industry and current events relating to the industry



## **2021-2022 ASAM Board Safety Committee Liaison**

Jennifer Sanford, [Phoenix Interiors](#)

## **2021-2022 Safety Committee Chair (outside safety professional)**

Seth Wehner, [SWMGT](#)

### **Liaison role and responsibilities:**

- Oversee and organize all aspects of ASAM Safety Committee and activities
- ASAM board liaison to all ASAM Safety Committee activities
  - Update members on safety offerings/activities at ASAM programming meetings
- Identify and recruit outside safety professional to be Safety Committee Chair
  - Maintain list of individuals or companies who may be interested in serving in the future

### **ASAM Safety Committee activities:**

- Coordinate committee meetings to discuss GMM, CAF, and BPI events
- Ensure event speakers are scheduled and topics are finalized
- Coordinate event location and other details with Reagan Marketing

### **ASAM Safety Committee activities:**

- Quarterly jobsite walk-throughs with MIOSHA liaison
  - Coordinate jobsite walk-through with general contractors and a MIOSHA representative to educate on safety.
    - 4 walk-throughs per year, scheduled by Safety Chair and ASAM Safety Liaison.
    - Include video recap to send to safety members (RM+D)
- Quarterly safety meetings
  - Quarterly meetings open to any ASAM member.
    - Led by Safety Chair
    - Hosted by member companies
    - Attendees are company safety personal/officers
    - Lunch is provided from ASAM budget (RM+D coordination)
- Weekly safety videos/content
  - Weekly videos and current safety updates are a new 2020 offering. A separate "by request only" email list is maintained. The intent of this weekly communication is to provide a quick, shareable weekly safety video and current content for those that have signed up for the curated list.
    - New content is distributed every Monday (RM+D)
- Online community
  - We have an online community where safety group members can post educational material, ask questions, and help each other.
    - Moderated by Safety Chair (all positive, no negative talk about GC, etc.)
    - Private group, invite only

### **Future opportunities ideas for added value:**

- Find new ways to utilize MIOSHA partnership
  - "what every safety program must have"
- Mentorship program within ASAM safety group