

ASAM MEMBERSHIP

Allied Electric, Inc.

Allied Mechanical Services, Inc.

Alternative Mechanical, LLC

Andy J Egan Company

Architectural Glass & Metals

Architectural Metals, Inc.

Brigade Fire Protection

Buist Electric, Inc.

Burgess Concrete Construction

Byron Plumbing Inc.

Central Ceiling West, Inc.

CJ's Coatings and Sealants, Inc.

Commercial Diving &
Marine Services Inc.

Connan, Inc.

Consumers Concrete Corporation

Custom Caulking, Inc.

D&D Building, Inc.

DHE Plumbing and Mechanical

Excel Electric, Inc.

Feyen Zylstra

Great Lakes Systems, Inc.

H.L. Bolkema Decorating

Harmsen Construction

HighPoint Electric, Inc.

Integrated Exteriors, Inc.

Jack Dykstra Excavating, Inc.

John W. Potter, Inc.

Kent Companies, Inc.

Kerkstra Precast, Inc.

(continued below)



PRESIDENT'S CORNER:

Working Board Retreat seeks ways to maximize value



It was three years in the making, but on Sept. 15 your ASAM board convened for our first annual Working Board Retreat. The lure of lunch and beverages at Founders Brewing Company's Centennial Room may have been the main thing that helped secure the all-volunteer board for five hours in the middle of the work week during a busy time of year. But once we were in the same room together, we covered a lot of ground.

My goal was to facilitate an engaged and fluid working conversation, so we kicked off the retreat with a version of the icebreaking game *Who Done It?* Every board member submitted a little-known fact about themselves. Then we took turns guessing whom each fact might pertain to. The rationales board members provided for their guesses prompted just the sort of relaxed, free-flowing participation I was hoping for. It also highlighted just how little we board members, many of whom have known and worked with each other for years, know about one another.

A few people guessed that Jennifer Sanford was the Iowan who played college basketball, and everyone knew it was Tony Vermaas whose background is in marketing, as opposed to construction. But who would have guessed Dan Hall had a previous life as a concert pianist, or that Travis Koetje grew up barrel racing, or that John Lunderberg once survived a close encounter with a hostile M-16?

More importantly, the game helped us cultivate a group chemistry that carried over into the meat of the meeting: the discussion of how ASAM can maximize value for its members.

During Apollo 11's journey to the moon in 1969, NASA made several trajectory "corrections" to maintain the correct course. My philosophy is, if value for our members is the goal, we just have to make sure we're pointed at the moon and make small course corrections along the way. How we do that is all about intentionality and accountability.

We discussed a wide range of topics, centering on how to leverage our current membership to better advocate for trade contractors, deliver education—both for members, in the form of GMMs and associated programing, and in partnership with the CWDA and WMCI regarding recruitment efforts for the next generation of trade contractors—to celebrate the West Michigan construction industry's culture of collaboration, and focus on new member recruitment.

The conversation was engaged and insightful. We set several goals and established deadlines for achieving them. I look forward to evaluating our progress at the next board meeting.

James Bockheim
ASAM President
Alternative Mechanical
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Uninvited Guest at ASAM's 11th Annual MCOY Awards Ceremony: Rain!

ASAM celebrated the 11th annual Michigan Contractor of the Year (MCOY) Awards on August 26. When the votes were counted, Dan Vos Construction came away with its sixth MCOY victory. EV Construction was named first runner-up and Pioneer Construction was second runner-up. Congratulations to the winners. They and their fellow nominees set a bar with respect to best practices, professionalism, and collaboration within our trade contracting community. But what the 11th annual MCOY will really be remembered for was the rain.

It was actually pretty fitting. Our theme was *Back At It—Together*, and when a rogue torrential downpour formed with no warning over Lake Michigan Credit Union Ballpark, it sure felt like we were in it together. Though the event hadn't quite started yet, close to 300 guests were already in attendance, all running for cover at once. Some of us found shelter up on the concourse or under the roof of the Pioneer State Mutual Insurance Deck on the first base line. Others sheltered in small groups beneath shade umbrellas while we waited for the crazy storm to pass.

Almost everyone got at least a little soaked. Fortunately, the day prior to the storm had been such a scorcher that the rain was almost a relief. The only problem: we'd spent all day arranging 500-plus camping chairs in the outfield in front of the stage where Grand Rapids' Mid-Life Crisis was set to perform. All of them were filled with inches of standing

water, and the weather was too unstable for the band to play.

So we pivoted. We ditched the center-field stage for the roof of the first-base dugout, and James Bockheim and I hosted the event behind a trash can we used for a podium. Despite the rain delay and the change of plans, the Whitecaps staff still provided an amazing dinner, and the production crew was able to sync the videos and slides on the center-field jumbotron to my and James's slightly more improvised speech. Somehow, we handed out the awards right on time, at dark, just as we'd always intended, and

the evening was capped off with a fireworks display courtesy of Alternative Mechanical and Vos Glass.

Congratulations once again to everyone at Dan Vos Construction Company, all of the nominees, and our ASAM members. Everyone involved came together for an amazing night where we showed how teamwork, communication, and great attitudes make the construction industry culture here in West Michigan so special.

John Turner
Vos Glass
jturner@vosglass.com



ASAM MEMBERSHIP

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Langerak Roof Systems, Inc.

Level 5 Commercial Finishing, LLC

Modern Roofing, Inc.

**Parkway Electric
& Communications**

Phoenix Interiors

Pleune Service Company

**Plummer's Environmental
Services Inc.**

Prism Glass

Pylman Power, Inc.

Ritsema Associates

River City Mechanical

S.A. Morman & Co.

Sobie Company, Inc.

The Bouma Corporation

Titan Interiors, LLC

Total Fire Protection, Inc.

Town & Country Group

Van Dam Iron Works, Inc.

Van Dyken Mechanical

Van Haren Electric, Inc.

Vander Hyde Mechanical

VanLaan Concrete Construction

Vos Glass

Welch Tile & Marble Company

West Michigan Door Co.

West Michigan Dirtworks

Westmaas Electric

Windemuller Electric, Inc.

Wolverine Power Systems

See more on next page

ASAM Membership Committee is Reaching Out

Your ASAM Board of Directors has been hard at work ensuring that we provide value for your membership by delivering quality programming, networking opportunities, and advocacy for issues that matter most to the trade contracting community.

Recently, the board has also been working overtime to reach out to those who may not have heard about ASAM or its benefits. This includes reach-outs and introductions to fellow trade contractors, service providers, and potential sponsors.

Our goal is to ensure that we have an active and robust membership rank that can be a meaningful voice for the issues we face every day. To that end, we're asking that this effort be extended to our current membership as well. Have you worked or teamed up with a company that is not a member of ASAM? Do you

have a personal connection to someone who works in, or provides services to, the subcontracting community? Why not ask them a simple question: Why are you not a member of ASAM?

We've all heard the phrase "A rising tide lifts all boats." The same can be said for ASAM's membership goals.

We feel that providing a personal point of reference for a potential member can be a meaningful way to grow our organization. Not growth for the sake of growth, but growth that allows those who may not have heard of ASAM to enjoy the benefits of membership and make a positive impact within both their own organizations and the greater West Michigan construction industry.

Brian Strick

D&D Building Inc.

bstrick@dndbuilding.com

ASAM Programming and Education Committee

The MCOY Committee did a great job kicking off our year and getting us back together again! It's exciting for the Programming and Education Committee to do the same. We began by hosting a Business Practice Interchange (BPI) led by Mark Rysberg of Hilger Hammond to discuss price escalation and supply chain constraints. The discussion spanned a time frame from the bidding process to project completion. These discussions are trade contractor driven and a great way to share what works and what doesn't. We're all trade contractors and we're stronger together. Please consider joining at any of our upcoming events to learn and share.

Looking forward, over the course of the 2021-2022 programming year we'll be bringing in CM/GCs for Construction Advancement Forums (CAF); hosting a national membership overview with Mike Oscar, a representative from ASA National; and meeting with the new MIOSHA CET consultant, Jim Getting.

At every event we make sure to leave plenty of time for face-to-face networking. If there are issues you're dealing with or topics you'd like to hear more about, please contact me at the email below. We're always looking to provide the most valuable information.

Travis Koetje

ASAM Programming Chair

tkoetje@burgessconcrete.com

ASAM 2021-2022 Board of Directors

Brian Strick, Director
D&D Building

Tony Vermass, Director
Sobie Company

Chris Fennema, Director
Kent Companies

Dan Hall, Director
Zeeland Lumber & Supply

Mark Rysberg, Director
Hilger Hammond, PC

Jennifer Sanford, Director
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Travis Koetje, Director
Burgess Concrete Construction

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Visit us online at
www.asamichigan.net

ASAM Safety Committee: Tips for Winter Driving

I love Michigan autumns, but that winter weather is fast approaching. Below are some helpful tips and reminders from the Michigan Sheriffs' Association that can help keep you and your family safe while driving in winter weather:

- No matter the season, drinking and driving is dangerous and illegal.
- Make sure your vehicle is in good working order.
 - Have working wiper blades
 - Fill up on window-washer fluid and antifreeze
 - Check for proper tire inflation
 - Ensure that your battery has sufficient charge
- Keep an emergency kit in your car. It should include:
 - Blanket or warm clothes (boots, coat, gloves)
 - Flashlight
 - Jumper cables
 - Tow rope
 - Shovel
 - Bag of sand or cat litter (traction)
 - Battery-operated radio
 - State map in case of a detour
 - Snacks that store well, such as raisins, candy bars, etc.
- To avoid slipping off the roadway, drive more slowly and allow more room to stop. Brake gently to prevent skidding.

- If your vehicle does get stuck:
 - Never spin your wheels; that only digs tires in more deeply
 - Use a shovel to dig around the wheels and undercarriage
 - Turn the steering wheel from side to side to clear snow away from the front tires
 - Gently ease the vehicle out
 - If that doesn't work, try rocking vehicle by shifting into forward and giving it some gas and then shifting into reverse and accelerating until the vehicle is free.
- Tell people the route you plan to take so that if you don't arrive, they'll know where to start looking.
- If you become stuck, make sure your vehicle has fresh air by checking the exhaust system to see if it's plugged by snow.
 - Open a window or turn off car if necessary
 - Carbon monoxide produced by your vehicle is a colorless, odorless gas that can kill
- Check the news for weather reports or visit weather sites such as www.weather.gov. Stay safe this winter!

Seth Wehner, SMS, CHST
ASAM Safety Committee Chair
asamichigan.net/safety

ASAM Welcomes New Members: Hylant Group and Milwaukee Tool

Through four generations and significant company growth, **Hylant** is among the largest privately held insurance brokerage firms in the country, but we're family first. As a client, so are you. In an industry that is becoming more commoditized, generic and impersonal, Hylant stands apart from the others because the values that defined us in the beginning are still relevant today.

Since 1924 **Milwaukee Tool** has led the industry in developing innovative solutions that deliver increased productivity and unmatched durability for professional construction users. Through a thorough evaluation of the job at hand (frustrations, needs, previous limitations) we set out to rethink a solution and deliver the game-changing innovation seen across all our product lines. We're not simply a manufacturer; we are progressive problem solvers.

HYLANT

The Milwaukee Tool logo features the word "Milwaukee" in a white, stylized script font, with a registered trademark symbol (®) at the end. A white lightning bolt graphic is positioned behind the text, extending from the bottom left towards the right.