



New England Real Estate Journal – January 2014

President's Message

By Richard R. Fisher, Red Wing Construction --- USE FISHER's PHOTO

Goals for a Successful Presidential Term

As I write this, I'm just eight weeks into my term as President of ASM, which is just enough time to discover how much there is to learn about leading a dynamic association like ASM.

There is more to it than you might think, in terms of meetings, agendas, speeches and writing assignments – not to mention, setting goals, and getting things done.

It's an exciting process, however – and it gives me great pride to serve in this position, at the helm of the state's pre-eminent subcontractor association.

There may be many construction associations in the state, but there is none like ASM, representing subcontractors across the state, in every trade, both union and non-union. We have come a long way under the leadership of our prior presidents, all of whom remain active today – Steve Kenney, Scott Packard, Sara Stafford and Dave Cannistraro. There are many big shoes to fill.

As President, I want to strengthen our core services – focusing in particular on education, information and business resources – knowing that knowledge is power, and the key to business success. We will work toward that goal in many ways, but primarily through our news publications, both in print and online, and through our educational programming. Already we are off to a great start, with articles and programs that cover a gamut of business issues critical to subcontractors, including additional insured endorsements, tax planning for 2014, non-compete agreements, public bidding procedures, and contract negotiation – not to mention a repeat of our ever-popular GC Showcase. The diverse range of topics is just a taste of things to come throughout the year.

My goal is not only to promote the business success of our members, but to strengthen the presence of ASM, so it is recognized even further by the legislature, the business community, and the construction industry. Given the importance of the construction industry to the state's economy, and the critical role that subcontractors play, there's no reason why that can't happen.

I'm excited to get started, and invite you to join with me in making things happen at ASM over the next 21 months. **ASM "Marketing Boot Camp for Contractors" on Jan. 22 features NickersonPR**

ASM member companies are among the best in the country when it comes to performing trade work, but may not as adept when it comes to marketing their expertise. That's why ASM is holding a special "Marketing Boot Camp for Contractors" as our first event of 2014, on January 22, 4:00 to 6:00 pm at the

Newton Marriott. This event will feature two industry veterans from Nickerson PR, an award-winning PR/communications firm, to discuss how marketing and branding is critical to continued success, and to landing project work in a competitive environment. To register for the event and the networking reception immediately following, please visit www.associatedsubs.com.

ASM's Young Professionals Group plans first event at Celtics game

The recently-launched ASM Young Professionals Group will hold its inaugural event on Wednesday, February 26 at the TD Boston Garden, when the Boston Celtics host the Atlanta Hawks. The mission of the Young Professionals Group is to develop, engage, and empower young professionals to grow and flourish in the subcontractor industry through unique networking and programming events. The YP Group is open to employees of ASM member companies, under the age of 39. Contact ASM for more information about joining the YP Group, or to sign up for the Feb. 26 event.

ASM presents Pinnacle Award to Attorney Jerrold A. Olanoff

During ASM's Biennial Dinner Gala in November, ASM presented its first-ever Pinnacle Award to Attorney Jerrold A. Olanoff of Corwin & Corwin LLP.

The Pinnacle award was presented to Olanoff in recognition of over 45 years of exceptional dedication and service to the Associated Subcontractor of Massachusetts.

Olanoff joined Joseph and Sally Corwin at their construction law firm in the 1960s after graduating from Columbia School of Law. Almost immediately, he became involved in the Association's legislative battles on Beacon Hill to preserve competitive bidding for subcontractors, and he has played a key role ever since in the important legal and legislative issues facing the association.

Over the decades, Olanoff has provided counsel to the association, prepared legal briefs on ASM's behalf, and reviewed and drafted numerous legislative proposals. He has also spoken at numerous ASM seminars on construction law, answered thousands of legal questions, and assisted the Association and its members in countless ways.

In accepting the Pinnacle Award, Olanoff reflected on the early years of ASM, and noted how far the Association has come since he first became involved, decades ago, with Joe and Sally Corwin.

ASM Calendar of Events

January 22

4:00 – 6:00 pm , Newton Marriott

Marketing Boot Camp for Contractors

February 26

11:00 am – 1:00 pm

Safety Roundtable: Confined Spaces

March 11

5:00 – 7:00 pm, Sheraton Needham

Building Your Backlog, a joint presentation with Construction Financial Management Assn.

April 10

2:00 – 5:00 pm, 600 Unicorn Park, Woburn

Public Bidding 201 – Beyond the Basics

May 1

8:00 – 10:00 am, Westin Waltham

Understanding Insurance Certificates – Additional Insured Endorsements & More