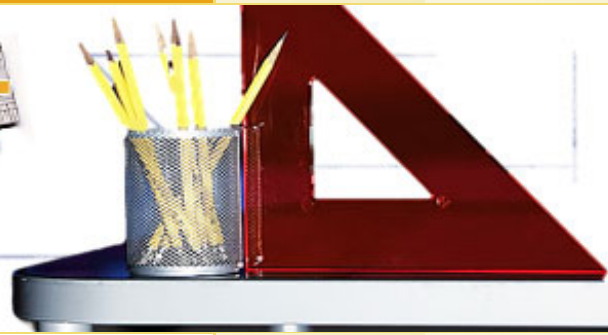


# Newsletter



ASA Members,

Fall is here and ASA has had their first meeting of the fiscal year. We met at the Lemont, our usual meeting place, with 41 members and guests. Skanska came to talk about who they are and their strategy to become part of the Pittsburgh construction market.



Monthly meetings will continue into October and November then we will pick them back up again in January 2016.

Sincerely,

**Angela M. Wentz**  
ASA Western PA

## In This Issue

### Meeting Dates

### Skilled Workers

## ASA Golf Outing

The weather was beautiful



and there was plenty of food, fun and spirits to go around! This year ASA was a host to 144 golfers at Chartiers Country Club. Mark you calendar for next years outing, Monday, August 22, 2016

## Skilled Workers, is there a shortage?

As the construction industry continues to thrive in Pittsburgh, can the pool of skilled workers keep up with the demand? Read what ENR has to say about this subject that was published in the Pittsburgh Tribune-Review (PA)

[http://enr.construction.com/yb/ma/article.aspx?story\\_id=id:R36mM31xQrpsXll4vl2zLuDWrMFijrEdq\\_ddxi4-PTzKHSurCGaRVpt\\_eK6uflxX](http://enr.construction.com/yb/ma/article.aspx?story_id=id:R36mM31xQrpsXll4vl2zLuDWrMFijrEdq_ddxi4-PTzKHSurCGaRVpt_eK6uflxX)

## Build Your

## Meeting Dates

Thursday, October 29th @ the Grand Concourse.  
Speaker: Alcosan

November 19th @ the Lemont

January 14th @ the Lemont

February 11th, ASA Annual Networking Evening, Rivers Casino

# Subcontracting Business through Client Referrals

When you ask most subcontractors how they get business, the answer is usually "referrals" or "word of mouth." Although this is an effective method of getting customers, it's still up to you to generate referrals for your company. Even your most loyal customers aren't likely to think about ways of generating business for you - it's not their priority. So try these four steps in your business and make your customer base grow!

1. Create a referral form and send it to clients or customers with your invoice for services rendered. If you've done an excellent job, the time to leverage yourself is upon completion of the project.
2. Provide incentives for referrals that turn into business, such as discounts on future business, free estimates, samples or just plain cash.
3. Ask your suppliers for leads. Remind them that when your business prospers, theirs will in turn. You can initiate this exchange by giving leads to your suppliers.
4. Ask your prospective clients and customers for leads even if they have turned you down for business. They too can serve as a valuable resource for referrals.

