



*"A quarterly educational journal designed to equip construction subcontractors and specialty trade contractors with the ideas, tools and tactics they need to thrive."*

**Official Educational Journal of the American Subcontractors Association, Inc.**

## Editorial Calendar 2009

### 1<sup>st</sup> Quarter

**Publication Date:** Dec. 1, 2008

**Theme:** The Subcontractor's Ultimate Resource Guide

- Contract Resources
- Risk Management Resources
- Web Sites
- ASA Member Services
- Contractors' Knowledge Depot
- ASA Champions Academy Coverage

**Copy Deadline:** Oct. 2, 2008

**Artwork Deadline:** Sept. 30, 2008

### 2<sup>nd</sup> Quarter

**Publication Date:** March 1, 2009

**Theme:** Shaping Your Company's Legacy

- Ethics: Setting Your Standards
- Communicating Vision and Setting Goals
- Brand Building: Beyond the Basics
- All in the Family: Protecting Your Company from Family Conflicts
- The ASA Report

**Copy Deadline:** Dec. 19, 2008

**Artwork Deadline:** Dec. 17, 2008

### 3<sup>rd</sup> Quarter

**Publication Date:** June 1, 2009

**Theme:** Subcontractor 2.0 – Managing and Thriving on Change

- Managing Different Generations in the Workplace
- Selling Your Strengths
- The New LEED® Rating System: What It Means for You
- ASA Convention Coverage

**Copy Deadline:** March 27, 2009

**Artwork Deadline:** March 25, 2009

### 4<sup>th</sup> Quarter

**Publication Date:** Sept. 1, 2009

**Theme:** Risk: Manage It Now or Pay for It Later

- Wrap-Up Insurance: Questions To Ask Before the Project
- Update on Subcontractor Default Insurance
- Killer Contract Clauses
- Best Practices for Providing Warranties

**Copy Deadline:** June 29, 2009

**Artwork Deadline:** June 25, 2009

*Please direct advertising questions to Naylor Publications at 1-800-369-6220.*