“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 2010

1st Quarter
Publication Date: Dec. 1, 2009
Theme: Running a Tight Ship
- 10 Survival Tips in a Tough Economy
- Choosing the Right Overhead Allocation Method
- Identifying and Correcting Cash Flow Issues
- Understanding Your Completed Operations Coverage (Part II)

Copy Deadline: Oct. 5, 2009

3rd Quarter
Publication Date: June 1, 2010
Theme: The Networking Issue
- ASA: Your Best Practices Network
- Business Development on a Dime
- Facebook, Twitter and Other Social Media: How They Can Benefit Your Business
- ASA Business Forum & Convention 2010 Coverage

Copy Deadline: March 25, 2010
Artwork Deadline: March 29, 2010

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2nd Quarter
Publication Date: March 1, 2010
Theme: Construction Economic Recovery: Looking Ahead
- Construction Industry Economic Forecast
- Getting Down to Numbers With a Business Forecast
- ASA Report: The Policy Environment in the States
- Bid Shopping: Courts Speak Anew on This Controversial Practice

Copy Deadline: Dec. 9, 2009
Artwork Deadline: Dec. 11, 2009

4th Quarter
Publication Date: Sept. 1, 2010
Theme: Making Effective Claims
- Recordkeeping Musts for Preserving Your Claims
- What To Do When You’re Not Paid
- The Federal Miller Act: Understanding This Critical Payment Assurance
- Choice of Dispute Resolution Method Can Impact Your Recovery

Copy Deadline: June 24, 2010
Artwork Deadline: June 28, 2010

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