



American Subcontractors Association, Inc.

NEWS RELEASE

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FOR RELEASE
September 21, 2009

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ASA of Ohio Earns Innovation Award for Mobilizing Grass Roots with Social Media

ALEXANDRIA, Va. — Twitter me this? Can associations effectively use Twitter and other social media platforms to warn members and the public about harmful legislation? Absolutely! ASA of Ohio used social media to marshal its grassroots support to fight legislation in Ohio to waive the obligation of some contractors to post payment and performance bonds. On Sept. 21, the American Subcontractors Association honored ASA of Ohio for its creative use of Social Media.

2009-10 ASA Darlene Aitken East, Holes Incorporated, Houston, Texas, presented the Innovation Award at a ceremony held in conjunction with the ASA Champions Academy 2009 in Arlington, Va. The Innovation Award honors ASA chapters and state organizations that have developed creative or innovative programs and services that benefit ASA members.

At the awards ceremony, ASA Task Force on Chapter Services Chairman Chip Rohrbach, F. A. Rohrbach Inc., Allentown, Pa., said, "Through the use of blogs, Twitter and other forums, ASA of Ohio touched hundreds – maybe even thousands – of subcontractors. That's to be applauded."

The Task Force on Chapter Services, composed of ASA members and chapter executives from across the country, selected ASA of Ohio for the honor.

Founded in 1966, ASA amplifies the voice of, and leads, trade contractors to improve the business environment for the construction industry and to serve as a steward for the community. ASA's vision is to be the united voice dedicated to improving the business environment in the construction industry. The ideals and beliefs of ASA are ethical and equitable business practices, quality construction, a safe and healthy work environment, and integrity and membership diversity.

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