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## **President's message: Theme of the day - technology**

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Increasingly today, having the latest technology is no longer just an option and a convenience but essential to success - and sometimes even, to survival. There's no doubt about that when it comes to medical technology, for example. We all want the best when faced with a medical emergency. It's not just personal survival that relies on the best technology, however - but business survival as well. With an eye to the future, all businesses today - including those in construction - must have up-to-date office equipment and systems that allow them to provide the fast, efficient and cost effective service that customers demand. It's the key to staying competitive. And as goes business, so goes the economy. Now even the state recognizes the urgent need to embrace technology to stay competitive - as reflected in the recent passage of a major "Life Sciences" bill that supports critical high tech medical research that has become so fundamental to the Massachusetts economy; likewise in the passage of a landmark "Green Communities" bill that promotes energy efficiency and renewable energy in new and innovative ways.

ASM was supportive of both bills, which will offer construction opportunities, while helping the state stay competitive through technology. (See accompanying photo of speaker Sal DiMasi at Mark Richey Woodworking, announcing the Green Communities bill).

ASM is also helping our construction company members stay competitive through technology as well - through events like the Technology Showcase we offered in May, and the August issue of The Professional Contractor magazine, which will feature a wealth of information on technology choices for construction.

Not to be left out, ASM itself has gone high tech - with a new association management system, integrated with a state-of-the-art, interactive website. Read more about it below. It's all about providing service and staying competitive. At ASM, we're leading the way.

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