



**Model Timeline for Preparing an Application
for a 2024 ASA Certificate of Excellence in Ethics**

Date	Task(s)
August 31, 2024	Designate a corporate ethics officer. Review Excellence in Ethics application form.
Sept. 13, 2024	Identify a customer, subcontractor/supplier and competitor (which your firm has worked with in the past 12 months) to provide recommendation letters for your application. Use ASA's models in the Excellence in Ethics Resource Guide (available in the Info Hub by choosing "Show only ... Documents" under Resources) to draft your requests for recommendation letters.
Sept. 20, 2024	Mail requests for recommendation letters, asking each recommender to send its letter to you in a sealed envelope with the recommender's signature over the seal by Dec. 6, 2023.
Sept. 27, 2024	Use ASA's models in the Excellence in Ethics Resource Guide to write/review your company's: <ul style="list-style-type: none">• Written code of conduct policy.• Written whistleblower policy.• Written conflict of interest policy.• Written policy on fair competition practices.• Written non-discrimination and equal employment opportunity policy.

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Date	Task(s)
Oct. 4, 2024	<p>Schedule corporate ethics training for November, if documentation of previous such training does not exist.</p> <p>Begin gathering and reviewing your:</p> <ul style="list-style-type: none"> • Written health and safety policy and plan. • Financial controls and accounting policy. • Equal employment opportunity compliance statements and relevant hiring policy.
Oct. 11, 2024	<p>Write/review a procedure for staff to submit questions relating to ethics policies or practices.</p> <p>Write/review a description of the company's methods for ensuring all sales, promotional materials and advertisements are truthful and accurate.</p> <p>Send invitations for corporate ethics training, including an agenda. Retain copies of the invitations and agenda for application.</p> <p>Remind recommenders of recommendation letter due date.</p>
Oct. 18, 2024	<p>Begin gathering and reviewing your:</p> <ul style="list-style-type: none"> • News clippings or thank-you letters documenting community service. • Agenda and invitations to safety trainings. • BBB complaint resolution record, if applicable.



Date	Task(s)
Oct. 25, 2024	<p>Review status of written policies and procedures. Ensure they are complete and have needed approvals.</p> <p>Get authorization for \$400 payment to be mailed with application.</p>
Nov. 1, 2024	<p>Gather all documentation. Fill in application form. Identify missing/incomplete items using Application Checklist.</p> <p>Contact recommenders whose letters you have not received.</p> <p>Make copies of all documentation (except recommendation letters, which must remain unopened).</p>
Nov. 30, 2024	<p>Finalize application form. Conduct final review of, and begin final packaging of, documentation.</p>
Before Dec. 31, 2024	<p>Mail application with documentation and payment (make checks payable to <u>American Subcontractors Association</u>):</p> <p>American Subcontractors Association ATTN: Shannon MacArthur Chair, ASA Task Force on Ethics in the Construction Industry MEMCO 4555 Dacoma, Suite 100 Houston, TX 77092 Office: (713) 683-8996 Email: Shannon@memcostaffing.com cc: education@asa-hq.com</p>

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