

## Hello from CrewTracks: the newest NAXSA Affiliate Member

By Brett Fairbourn, CrewTracks

At CrewTracks, our purpose is to help and innovate for the people who build and maintain our world. We have spent the last few months evaluating 65 different industries and associations, and NAXSA is one of only three associations we have decided to partner with. The goal of zero deaths or injuries is an easy one to believe in, and we want to help.

Of course, a part of our contribution is a business interest. We have a product to offer, and we chose NAXSA partly because excavating contractors near us here in Utah have already benefitted greatly from using CrewTracks. Their feedback has helped us tailor our product to the needs of the excavation industry, but we still have lots of improvements to make. For now, we are anxious to attend and sponsor events, get to know association members, play some golf, and learn what the excavation industry needs in a field management app. We expect your feedback will help drive our development roadmap, and a few years from now, CrewTracks will be the go-to field management solution for excavation companies.

As the marketing guy, and hopefully as a soon-to-be friend, I would like to invite you to get to know us and what we stand for at [crewtracks.com/vision](http://crewtracks.com/vision). I personally look forward to getting to know many of you at the convention in Chandler, and I would ask in advance that you not laugh at my budding golf skills... or do. Your call. I can take it. :)

### About CrewTracks

CrewTracks the company was officially founded December 31, 2014 in Layton, Utah. However, we had a lot of research and development to do at first, and CrewTracks the product didn't enter the Google Play and Apple App stores until June 2017. Our product consists of a mobile app that replaces anything that might be on a clipboard on a jobsite, as well as a web app that allows office staff to log in and keep a finger on the pulse of what's happening in the field. Our features include time and attendance reporting, time allocation to cost codes, injury reporting, equipment scheduling and time logging, materials consumption reporting, production tracking, notes & photos, custom fields, customer sign-offs, and document management for viewing, annotating, editing, and signing PDF files such as diagrams, plans, JHA's, and inspection forms. All these items sync with the office in real-time, and office staff can also run reports and exports of aggregated data for a certain date range, job, piece of equipment, crew, and/or employee. We're very proud of our product and look forward to gathering feedback from NAXSA members.

### Why NAXSA?

I mentioned above that NAXSA made our top 3 list out of 65 industries and associations we evaluated. In case you're curious, the other two are NUCA (National Utilities Contractors Association) and AFSA (American Fire Sprinkler Association). We also currently partner with the MCAA (Mason Contractors Association of America) and SAIA (Scaffold and Access Industry Association). The MCAA and SAIA sort of fell in our lap last year when prominent members of those associations discovered CrewTracks on their own and invited us to join their associations. We quickly recognized the value in linking arms with an

association and developing specialized features to tailor our product to their needs. Some of the attributes we looked for when evaluating associations were:

- A clear mission that we want to align with in the long-term
- Tight-knit community of contractor members that cooperate with and learn from each other
- Networking and educational events that we can attend and sponsor, with a preference for national events in the western US in 2020 and/or regular regional events
- Industry matches use cases our customers have already demonstrated as fit for our product
- Not already sponsored by software providers that overlap with us (mobile time clock apps, document management solutions, etc.)

I must add that we previously had a different top 3 list (which also included NAXSA) but another association disqualified itself by being rather difficult to work with right off the bat. I understand the hesitation that can exist around welcoming a vendor into an association – no one wants an annoying salesman in their face. I can assure you that we are not like that – and if anyone at CrewTracks ever is, please tell me. Especially in year one, our goal is to establish relationships and gather feedback. But even before I expressed this philosophy, Melanie McKee extended a warm welcome and said, “I know you will enjoy the convention and the great people who are members of this organization.” If she is any indication of the kind of people we will meet in NAXSA, then she’s right! I really look forward to meeting you at the convention in Chandler.

If you’re not registered for the convention yet, right now would be a great time to [register](#)!