

Asphalt Contractors Association of Florida

STATE OF THE ASSOCIATION





Ranger
Construction

Title Sponsor

ARKEMA

Name Badges/Lanyard



Room Key Cards



Preferred
MATERIALS, INC.

A CRH COMPANY



HUBBARD

Ring Power®



Saturday Awards Banquet



Convention Bags



Thursday Hospitality



**Friday General
Session**



Saturday Chairman's Reception



Friday Family Fun Dinner



Friday Family Fun Dinner



**Friday Breakfast and
Lunch**



**South Florida
Materials Corp.**



Saturday Golfer's Delight



**Saturday Asphalt
Mix'er**



Saturday Asphalt Mix'er

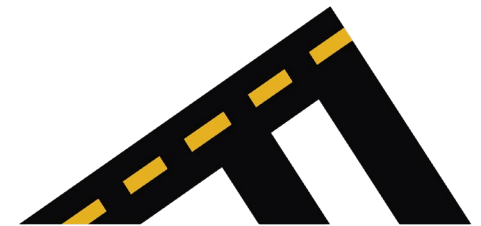


Saturday Asphalt Mix'er

ERGON®

Asphalt & Emulsions

**Saturday Asphalt Mix'er
and Sunday Service**



FISCHMAN ASPHALT

Saturday Asphalt Mix'er



FLEETWATCHER

Women of Asphalt Meeting



**Bag
Swag**



Friday Morning Coffee Break



**Bag
Swag**

Board of Directors – Executive Committee

- Chair – Vince Hafeli, Ajax Paving
- Vice-chair – Mitchell Gant, Duval Asphalt & ATS
- Treasurer – Julio Leganoa, Halley Engineering
- Secretary – John Taylor, CRH
- Immediate Past Chair – Phil Addison, Hubbard

Board of Directors

- Mike Iapaluccio – Middlesex
- Danny Weekley – Weekley Asphalt
- Mike Woodford – Whitehurst
- Adam Mallard – VA Paving
- Chris Harris – Anderson Columbia
- Robert Lopez – General Asphalt
- Scott Fowler – Ranger Construction
- Bob Flowers – CWR Contracting
- Yonathon Benarroch – Community Asphalt
- Grant Cool – The Asphalt Group
- Jeff Repenning – P & S Paving

ACAF Committees

Specifications Committee – Chair: Steve McReynolds

Affiliate and Associate Member Committee – Chair:
Jose Hernandez

Florida Asphalt Scholarship Program – Chair: John
Baldwin

Strategic Planning - Chair: John Taylor

Membership – Chair: Chris Harris

Legislative – Chair: Danny Weekley

Welcome to New Members:

- S&L Materials
- Tenna
- Native Construction
- Florida Aerial Survey Technologies
- All County Paving
- Green Asphalt
- Powerline Paving
- Timothy Rose Contracting

Past Year Accomplishments

New Office Administrator – Ellie Hayes

- Strengthened internal operations
- Improved member communication and support

Financially Strong

- Maintained balanced budget
- Built healthy reserves for future growth

Enhanced FDOT Relationships

- Engagement at all levels: District to Central Office to SMO
- Increased collaboration and access

Committees

- New Affiliate and Associate Members Committee
- Specifications Committee
- Expanded volunteer opportunities

Training & Events

- Airfield Asphalt Lab Cert Program
- Annual Expo
- Annual Convention
- Florida Asphalt Scholarship Program
- Asphalt Contractors PAC
- Women of Asphalt – Florida Branch



2024 FLORIDA ASPHALT SCHOLARSHIP PROGRAM SPORTING CLAYS TOURNAMENT

SEPTEMBER 21 | 8AM-1:30PM

FISHHAWK SPORTING CLAYS
13505 Hobson Simmons Road, Lithia, Florida 33547

NETWORK WITH AN INDUSTRY LEADER

Bid on a Board Member to shoot on your team at this year's FASP Sporting Clays Shoot. Check our event page for the bid status.



VA. Paving team 2023 Winners -
Jeremy Black,
Clay Sorey,
Josh Moores, and
Board Member
Adam Mallard



PRICING

1. Team of Four \$999
2. Single Shooter \$299
3. Station Sponsor... \$399
4. Event Sponsor ..\$2499
includes one free team of four
5. Raffle Tickets
(CC online, or cash in person)
1 for \$5, 5 for \$20

2024 SCHOLARSHIPS

- **Jaden Browning** - Ranger Construction Industries, Inc.
The FASP Chair's Scholarship
- **Wyatt Woodford** - VE. Whitlurst, Inc.
Carroll Lance Memorial Scholarship
- **Brady Miller** - Apex Paving Industries of Florida, LLC
The Mike Novak Memorial Scholarship
- **Yasmin Blyden** - Peary & Son Construction
The FASP College Scholarship
- **Monica Aguiluz** - Hubbard Construction Company
The ACAF Scholarship
- **Andrew DeCree** - Under Industrial Machinery
The ACAF Scholarship
- **Mackenzi Strauss** - Apex Paving Industries of Florida, LLC
The ACAF Scholarship
- **Austin Edwards** - Preferred Materials, Inc.
The ACAF Scholarship
- **Annarita Giuliani** - The Middlesex Corporation
The ACAF Scholarship



Workforce Development





Workforce Development

- In the Spring of 2024, the ACAF Board of Directors met with our FDOT executive officials in Tallahassee to discuss the industry as a whole and some of the challenges we were facing. The depleting workforce was easily one of our greatest challenges.
- ACAF then presented the same questions to the attendees at the summer conference roundtable.
- The voices were heard loud and clear that our depleting workforce is in a critical state and we needed to do something.
- Assistant Secretary Will Watts pledged \$150,000 to ACAF for a work force development campaign specific to the asphalt industry.

The Plan

- For the next 9 months the ACAF board and staff explored options that were cost effective and produced the best results for the investment. They explored mobile set ups at trade shows, school visits, career days etc.
- Ultimately, the cost vs results were unbalanced, and the reach was not broad enough to get real results for our industry.
- Amy reached out to the board requesting fresh ideas needed and it was established that an advertising campaign would be the best route to get the best return on investment.



The Target

- With any large-scale plan, you must focus on a target, through several conversations amongst the board of directors and the companies we represent. Our primary focus is the high school graduate or young adults between 18-25 looking to start a career.
- Our secondary target is the parents of these young adults, who are actively looking for opportunities to find their kids a career, or possibly one for themselves. This age group is 38-45



Why consider A CAREER IN THE ASPHALT INDUSTRY for your graduate?

**Earn ≈\$50,000 Right After High School.
No Student Loans, Tuition, or Dorm Bills.**



Paid Training Included

We teach every skill - safety, equipment, certifications.



Fast-Track Growth

Veteran crews are retiring; promotions come quick.



Work Outdoors

Florida Sunshine > Fluorescent Lights.



Real Community Impact

Every mile paved keeps our cities moving.

READY TO LEARN MORE? [CLICK HERE >](#)

**Give your graduate a debt-free head start and a career that builds
the future - literally.**



FloridaRidesOnUs.com



The Message

"What it takes and what it makes"

- Our goal was to tell an unsuspecting audience about our industry and show that there are more opportunities than just shoveling asphalt
- We want to show our target that there is:
 - Good pay *"What it Makes"*
 - Instant placement
 - Develop a trade / skill
 - Room for advancement
 - Chance to establish a career



Secondary message

- While targeting a young person to join the industry we subsequently wanted to showcase our industry.
- Featuring the product we make, how it's made, and how our state depends on us.
- Florida Rides on Us!



The Campaign Features

1. Social Media Banners and commercials

- Banners on You Tube, Instagram, Twitch, Facebook, TikTok
- Video commercials, with ability to click link to landing page

2. Landing page

- Designated website controlled by ACAF to direct people to the desired region they're seeking employment.

3. Direct Feedback from the ad to ACAF on the clicks and views where we can track the level of interest from our target.

Here are some samples of this campaign!

New Initiatives



**EARN
\$50,000
RIGHT OUT OF
HIGH SCHOOL**

FLORIDA **RIDES** ON US .com



**DEBT-FREE
CAREER
START**

FLORIDA **RIDES** ON US .com



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New Initiatives

- Leadership Program
 - Designed for emerging leaders in the asphalt industry
 - Focused on personal growth, team development, and operational excellence
 - Helping you lead from where you are — and where you're going
- Benevolent Fund
 - Created for members who experience a loss of an employee

Looking Ahead

- Expand leadership and workforce development programs
- Deepen member engagement through committee involvement, member offerings and educational opportunities
- Continue advocacy and partnership with FDOT and other industry stakeholders
- Grow PAC influence and scholarship impact

Thank You