

Association of Modified Asphalt Producers

APA Update

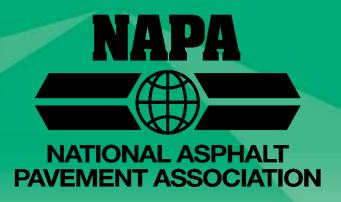
Orlando, FL

February 14, 2006

APA Partners

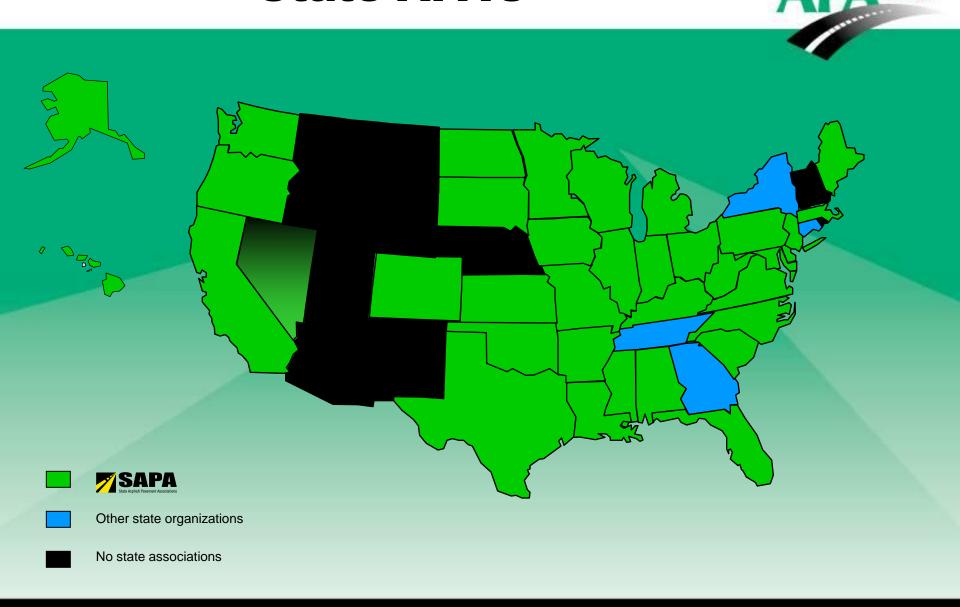






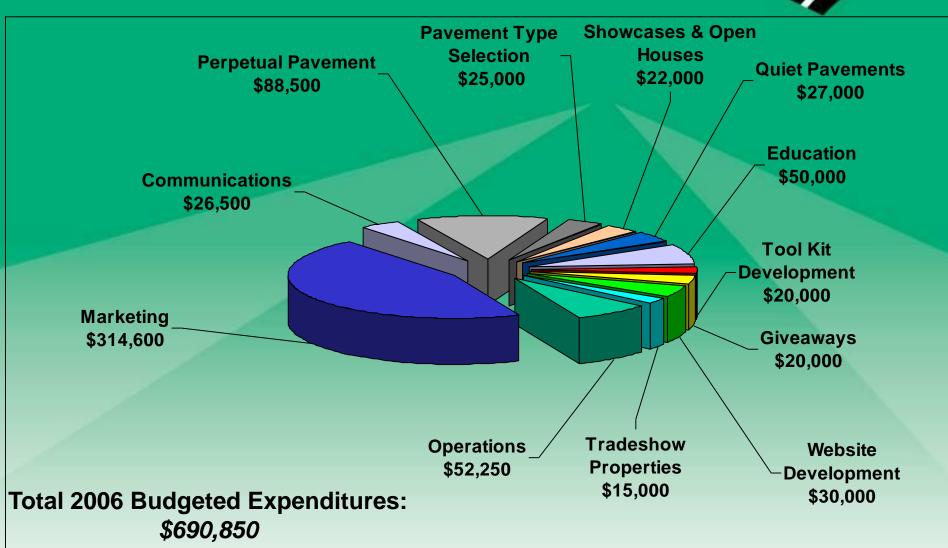


State APA's



2006 APA Budget





Top 10 Selling APA Items





2. Bumper Sticker (1,535)



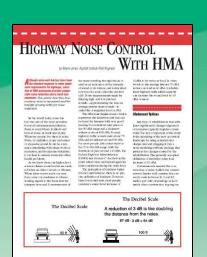
3. Button (1,397)





5. Bumper Sticker (451)

1. Hard Hat Decal (1,717)



6. ASPHALT reprint (203)



7. Tradeshow Bag (200)

8. Perpetual Pavement Brochure

(189)



4. Construction Barrel
Stress Reliever
(577)



9. New Asphalt Brochure (186)



10. Tech Brief (169)

Magazine Ad/Website Requests APA

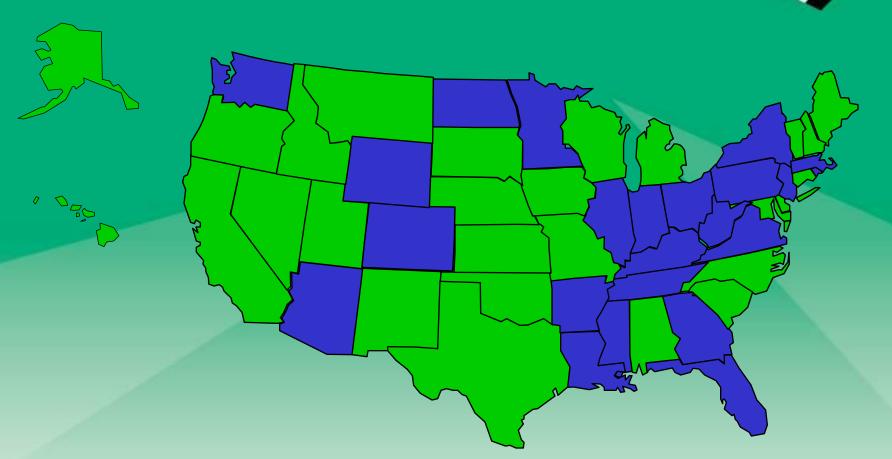


- APA receives request for more information from readers of the following trade journals and location:
 - Roads & Bridges
 - Public Works
 - CE News
 - Better Roads
 - APA Website
- Most requests come from (1st) APA website and (2nd) Roads & Bridges
- Most requests are for more information on:
 - Quiet Pavement
 - The New Asphalt
 - Perpetual Pavement
- Most requests come from:
 - •CA, FL, NY and TX

The APA received over 250 ad and website requests for more information in 2005!

Where was the APA in 2005?





States hosting APA supported events in 2005

2006 Trade Show List (tentative)



(NCUPG) North Central Asphalt User/Producer Group

(SASHTO) Southeastern Association of State Highway and Transportation Officials Quality Conference

(NACE) National Association of County Engineers Annual Conference

Tri-Service (Military) Transportation Systems Workshop

Southeastern Pavement Management & Design Conference

Association of State Highway Engineers (ASHE)

(AASHTO) American Association of State Highway and Transportation Officials Value Engineering Conference

(WASHTO) Western Association of State Highway and Transportation Officials Annual Meeting

(NCSL) National Conference of State Legislatures Annual Meeting & Exhibition

(SASHTO) Southeastern Association of State Highway and Transportation Officials Annual Meeting

(AASHTO) American Association of State Highway and Transportation Officials Annual Meeting

(APWA) American Public Works Association Annual Conference

(ICMA) International City/County Management Association Annual Conference & Educational Expo

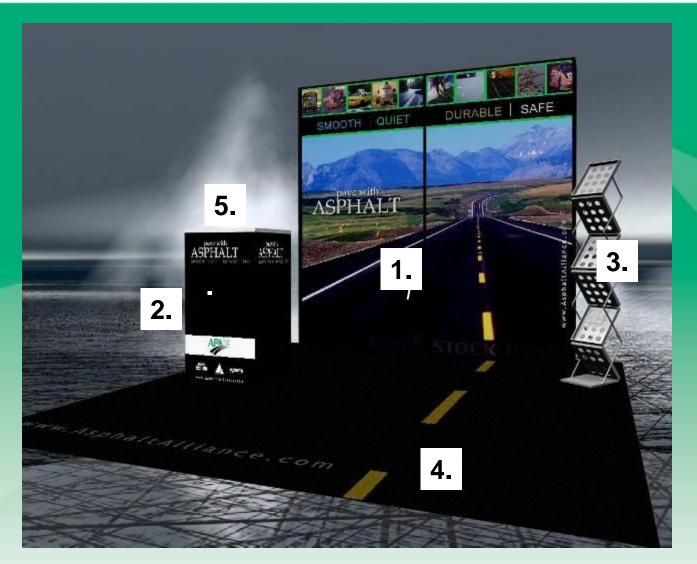
TRB Noise Committee ADC40 Summer Meeting

Southeastern User Producer Group (SEAUPG) Meeting

(NLC) National League of Cities Congress and Expo

New Trade Show Booth





Full Booth Set

- (1) 10 X 10 Display
- **Podium Counter**
- (3) Literature Rack
- (4) 10 x 10 Logo Floor
- (5) Media Case (Monitor & **DVD** Player goes on top of podium)

Properties can be ordered per piece or as a full set.

New Tabletop





- Requires 6 ft. table
- Can be used with:
 - Banners
 - Logo Floor
 - Podium
 - Literature Rack
 - APA Materials
 - Media Case

New Banner Ups (in progress)





APA's presence counts





New Tradeshow Program Options



 Order a set of 3 banner-ups of their choosing (including their logo)

 Lease the new APA booth, banners or tabletop from the APA

Purchase existing properties

Using APA Properties



- See APA website for tradeshow property options, reservation information.
- APA tradeshow vendor (Opera) direct ships booths to the tradeshow event.
- Opera provides a 24 hour toll-free service line will be available for assembly questions and/or shipping instructions.

www.QuietPavement.com







Learn more at (((quiet pavement.com

Award Winning...



... 7 Awards Received to Date



Best of Show, Judges Choice and Gold ADDY

- (3 awards) Lexington Ad Club

Webby Worthy

2005 Web Awards, The International
 Academy of Digital Arts and Sciences



Web Marketing Association

Award for Interactivity

- Construction Writers Association

Gold Award for Interactive Learning Experience

- Association TRENDS



Perpetual Pavement Awards

APA ASPHALT PAVEMENT ALLIANCE

Winners Include:

- Alabama DOT 2005
- Arizona DOT
- California DOT
- Colorado DOT
- Connecticut DOT 2005
- Erickson AFB Airport Runway
- Illinois DOT
- Iowa DOT
- Maryland DOT 2005
- Minnesota DOT 2005
- Mississippi 2005
- Missouri DOT
- Montana DOT 2005
- Nebraska DOT
- New Jersey DOT
- Oklahoma DOT
- Ohio DOT
- South Carolina DOT 2005
- Tennessee DOT 2005
- Texas DOT- 2005
- Washington Reagan Airport
- Don Valley Parkway-CANADA



APA Perpetual Pavement Award

"This award honors asphalt pavements that were designed and built with outstanding care and exceptional quality. The result is a long-lasting pavement, one that serves the traveling public well, provides true value to the taxpayers, and demonstrates both the convenience and the quality of asphalt pavement"



2004 Award Recipients

Regional Meetings



- One regional meeting this year:
 - Scranton, PA
 - April 4, 2006
 - Future details will be placed on APA website





Specialty Conferences



Asphalt Pavement Conference "Superpave"

March 17 – 19, 2003 Nashville, Tennessee

Asphalt Pavement Conference
 "21st Century Construction
 March 15 – 16, 2004
 Nashville, Tennessee

Coming...

Asphalt Pavement Conference
 "Environmental Innovations in Asphalt"
 March 13 – 14, 2006
 Orlando, Florida



Asphalt Pavement Conference 2006:

Environmental Innovations Apain Asphalt

The APC conference is held in conjunction with the World of Asphalt Show & Exposition

Showcases / Open Houses

APA ASPHALT PAVEMENT ALLIANCE

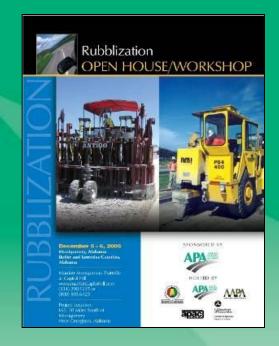
Kansas Perpetual Pavement Open House/Workshop
June 2005

Iowa Perpetual Pavement Open House/WorkshopOctober, 2005

Quiet Asphalt Symposium November, 2005

Alabama Rubblization Workshop December, 2005





- Hands on demonstrations
- Learning opportunities
- Facility tours

Fulfillment Activities





Barb Day 2696 Research Park Drive Lexington, KY 40511 1-877-APA-0077 bday@asphaltinstitute.org

- Order Processing
- Tradeshow Property Scheduling
- Daily Operations
- Inventory Control
- Administrative Functions
- Website Maintenance
- Monthly Reporting
- Product Development
- Website Maintenance

Available APA Reports



Tradeshow Event Report:

- List of upcoming events where APA property will be displayed.
 - Compete details of the event

Magazine Ad Requests Report:

- Request from the APA website are also tracked on this report.
 - Great resource for creating mailing lists.

For APA Reports, contact Barb Day: (bday@asphaltinstitute.org)

2006 Public Seminars at AI HQs

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Mix Design Technologies

Jan. 30 - Feb. 3

Feb 27 – March 3

Asphalt Binder Technology

Jan. 10 – 13

Feb. 14 – 17

Achieving Volumetrics and HMA Compactability (Bailey Method)

Jan. 17 – 19

Feb. 7 - 9

March 7 - 9





Airport Pavement Workshops in 2006

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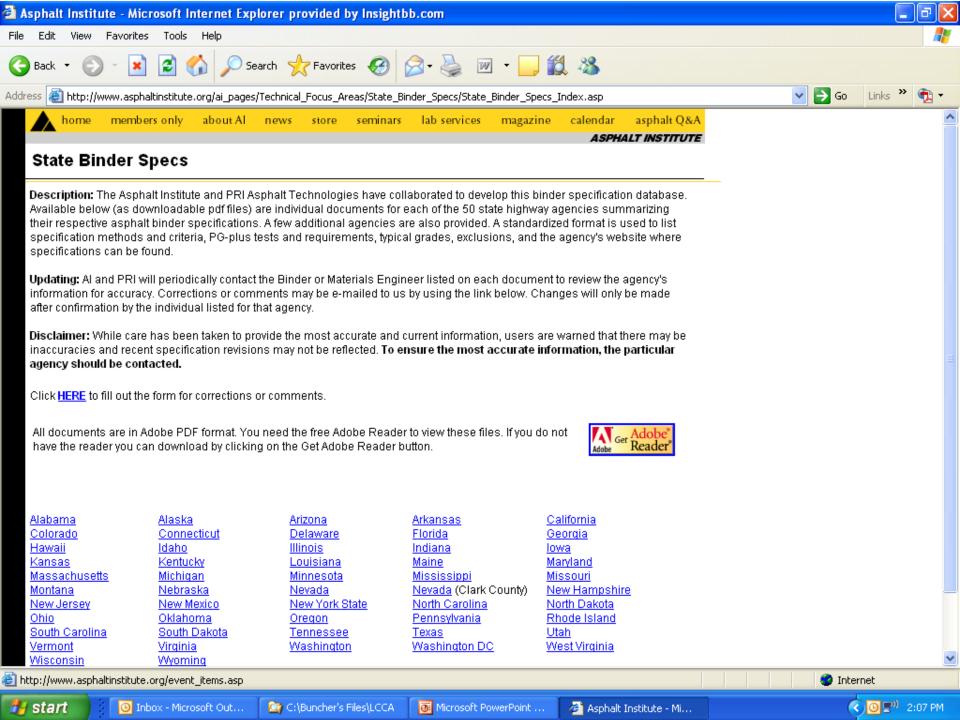
- Apr. 4 6, Dallas
 - see brochure
- Nov 14 16, Boston
- Topics covered:
 - Materials
 - Design
 - Construction
 - QC/QA
 - Preservation practices
- Specific to Airfields

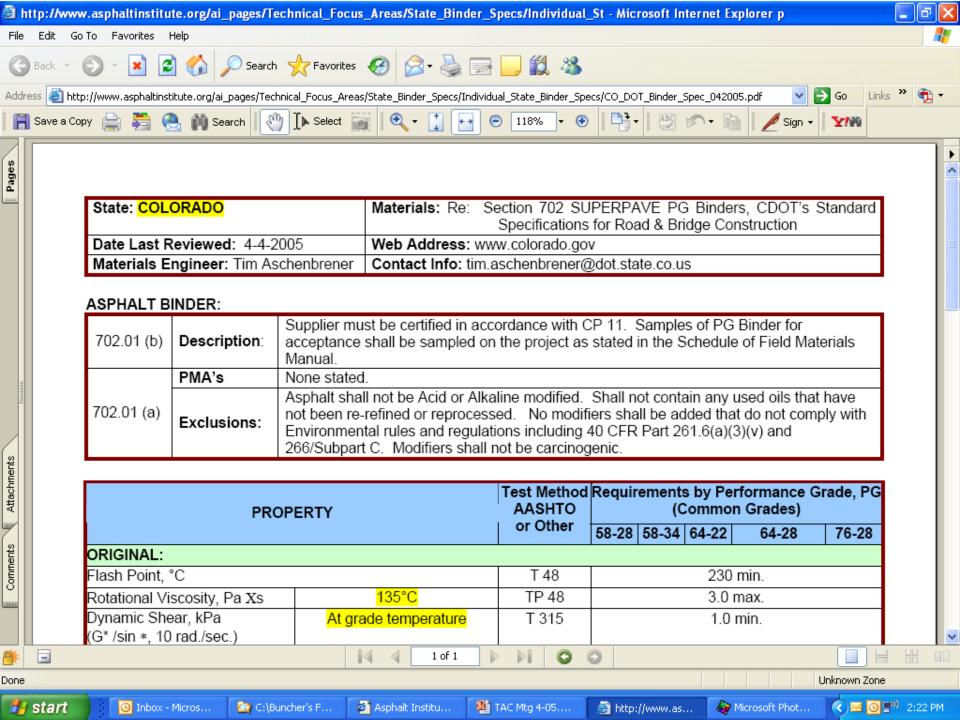
Available for Private Training

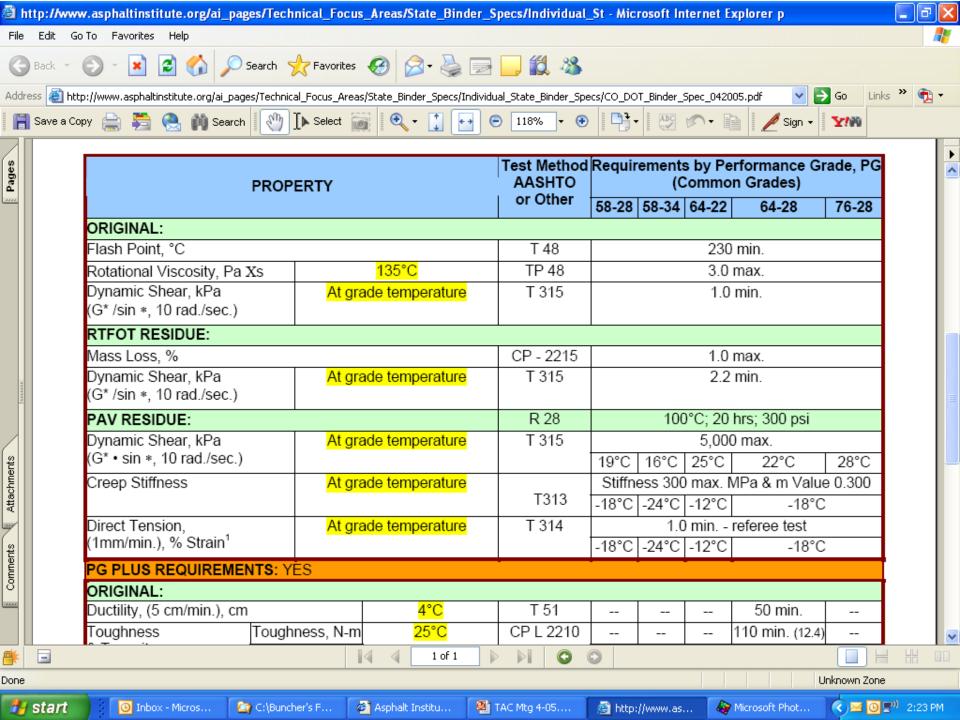
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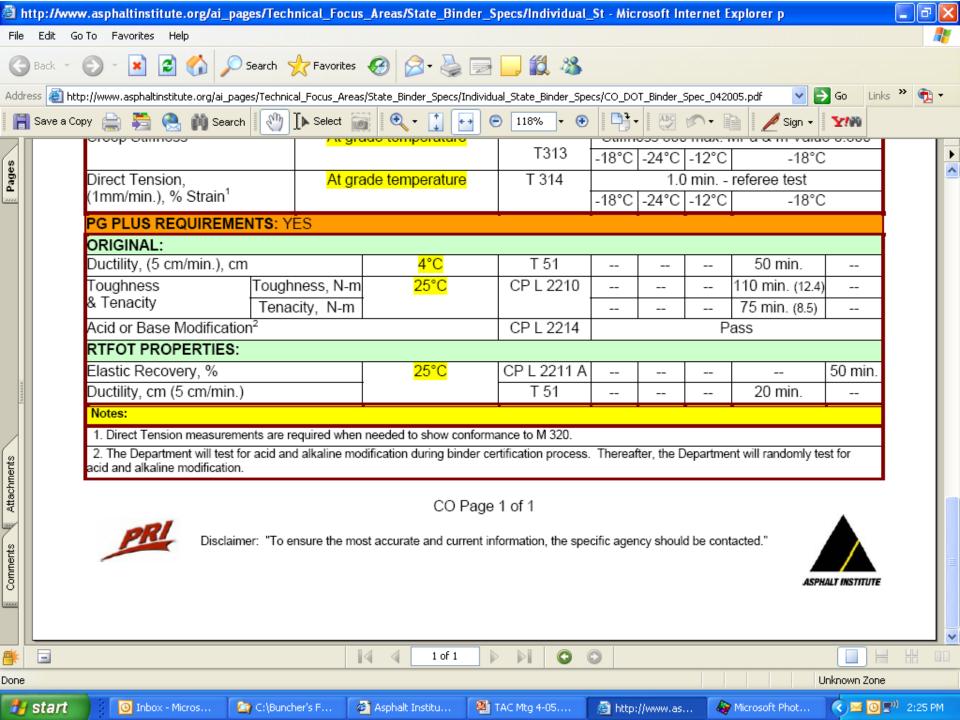
- Customized Agenda
 - Wide range of possible topics
- Classroom and/ or Field
- Some Recent Past Clients
 - Red Horse Units
 - Air Force Bases
 - MAJCOMs











SW-1 Thickness Design Software

asphalt institute

Pavement Design for:

- Highways
- Airports
- Heavy Wheel Loads
- Parking Lots
- Advanced Structural Analysis using DAMA

[\$400]



Based on familiar Asphalt Institute Methods: MS-1, MS-11, MS-17, MS-23, and other manuals

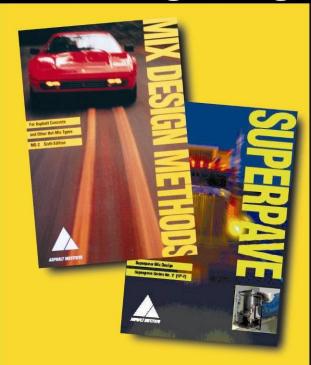


SW-2 Mix Design Software

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Asphalt Institute

Mix Design Program SW-2

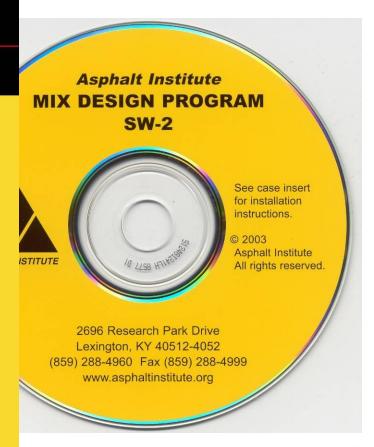


Featuring:

Superpave Mix Design Superpave Trial Blending Marshall Mix Design Marshall Trial Blending

Designed in conformance with MS-2 and SP-2







Association of Modified Asphalt Producers

APA Update

