

# ***APA & AI Update***

*Pete Grass*

*Asphalt Institute*

## ***Association of Modified Asphalt Producers***

*Savannah, GA February 2, 2010*

**What are we  
doing to  
promote the  
use of asphalt?**

# **Joint Marketing Activities – the APA**

# **APA Update**

## **December 2009**

Mike O'Leary  
APA Co-chairman

# Perpetual Pavement Awards



The 2008 Perpetual Pavement Awards were presented on **October 1, 2009**, during a special awards luncheon during the International Conference on Perpetual Pavements in Columbus, Ohio.





In 2001, the Asphalt Pavement Alliance (APA) initiated a new program to recognize owners of hot-mix asphalt pavements that have stood the test of time. Asphalt pavements that are at least thirty-five years old, have never had a structural failure, and exemplify the user friendliness expected by taxpayers and the traveling public, are eligible for this award. Nominations are reviewed by the National Center for Asphalt Technology (NCAT) at Auburn University. The initial construction and maintenance documentation are carefully reviewed to ensure that the pavement qualifies for the award. The winners' names are added to a large plaque that is prominently displayed at NCAT. This plaque serves as a constant reminder to students, professors and industry professionals that quality design and construction are a high priority. Winners are presented their awards each year at a special ceremony.

The winning entries receive an engraved crystal obelisk and plaque with the following inscription:

***"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 quality of the asphalt pavement."***

# New Perpetual Pavement Awards Micro-site

Highlights 8 years  
of award winners



# New Advanced Web Store

Select from  
multiple  
categories

More detailed  
product copy  
enables better  
“Search”

Search APA

HOMEABOUT APACONTACTSTORERESOURCESEVENTSNEWS

pave with ASPHALT

APA

APA STORE

Thursday, October 01, 2009

View Cart

Product Search

Only one word searches are allowed with this search function.

All Products

GO

[Shipping And Handling Policy](#)  
[Not Logged in - Login](#)

Browse Products

Featured Items

New

Information Materials

CDs and Software

Promotional Items

Videos

Airports

Life Cycle Cost

Pavement Type Selection

Perpetual Pavement

Porous Pavements

Quiet Pavement


Rubblization

Speed of Construction

Superpave


Versatile Pavement

Perpetual Pavement >




**CD003: Perpetual Pavement-CD**  
**Price: \$2.25** **Buy**  
Item Code: CD003  
CD003: Perpetual

[Details](#)




**PerRoad 3.0 Flexible Perpetual Pavement Design & Analysis Software**  
**Price: \$2.00** **Buy**  
Item Code: CD008  
PerRoad 3.0 Flexible Perpetual Pavement Design & Analysis

[Details](#)




**IM004: Absolutely Asphalt-Perpetual Pavement Brochure**  
**Price: \$0.40** **Buy**  
Item Code: IM004  
AA-2. Perpetual Pavement: Structured for the Future. Just imagine it: Total pavement reconstruction, the remove-and-replace option, is rendered virtually ...[more info](#)

[Details](#)



**IM007: TRB Circular 503-Perpetual Bituminous Pavements**  
**Price: \$2.00** **Buy**  
Item Code: IM007  
Transportation Research Board Circular No. 503. The concept of perpetual asphalt pavement was explored and discussed in a two-part session on perpetual ...[more info](#)

[Details](#)



**IM009: Better Roads article-"The Quest for Long-Life Asphalt Pave**  
**Price: \$0.20** **Buy**  
Item Code: IM009  
From the February 2002 Edition of Better Roads. Perpetual pavement is a marketing campaign, but it's an engineering concept, too. Here's what the buzz is ...[more info](#)

[Details](#)

# New APA Structure



- AI, NAPA, SAPA = equal funding partners
- New approach is to get more of the APA partners involved through the synergy created from the E-Teams (a decentralized structure)
- Steering Committee provides direct oversight
  - 3 Co-chairs (Mike O’Leary – AI, Gaylen Ghylin – NAPA, Brian Wood – SAPA)
- 5 new E-Teams: Economic, Environmental, Engineering, Image and Advocacy
- Resource Development Team disbanded



# Team Approach



- **Equal representation** on each Team from SAPA, NAPA, and Asphalt Institute
- **Economics** team – Update “Pavement Selection Process” pub
- **Environmental** team – Main emphasis is on the UHI characteristics and the reflectivity factor.
- **Engineering** team – create APA Flash drives, update brochures (APA tool kits, PP Synthesis, PP Brochure)
- **Image** team – update the web site by Q2; oversee pubs design and production
- **Advocacy** team (new) – policy-driven; developing new docs for lawmakers and general media, public

# Budget Development



- Goal for Teams is one new or updated publication per quarter in 2009
- Developed straw man budget in Oct; \$100K from each funding partner (AI, NAPA, SAPA)
- SAPA recently validated their financial support
- Much of budget already structured around traditional APA activities
- Teams manage execution; report to Steering Comm. for budget management

# Next Steps



- **Steering Committee meeting**
  - Wednesday, February 17, 2010
  - World of Asphalt in Cincinnati, OH
- **Asphalt Pavement Conference**
  - Feb. 15 & 16 at WOA in Cincinnati, OH
  - Theme: *Saving Pavements, Dollars, and the Environment*
- **2009 Perpetual Pavement Awards**
  - Presented at APC luncheon on Feb. 15 at WOA

**AI's use of social  
media;**

**FavoriteRoad.com**



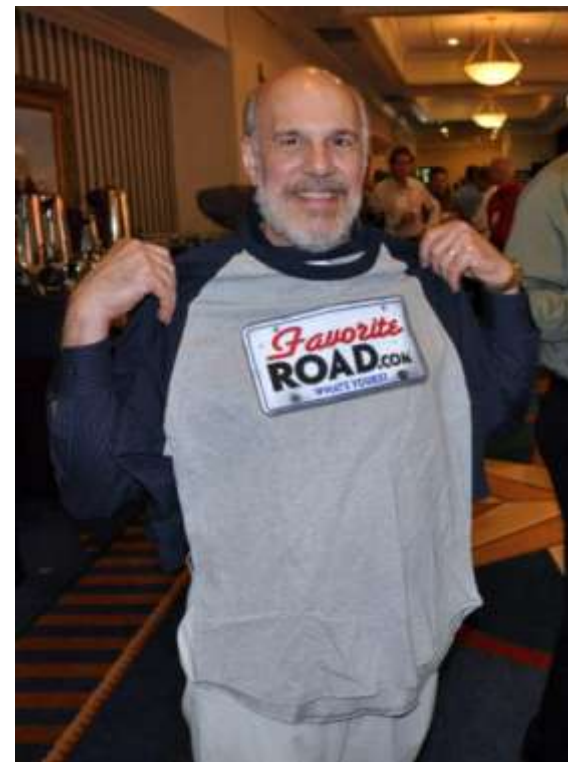
The place to share photos and stories of your favorite road.

## *Welcome to FavoriteRoad.com*

- [www.favoriteroad.com](http://www.favoriteroad.com)
- Launched November 9 – 12, 2009
- SEAUPG Conference, Hilton Head, SC
- T-shirt giveaways, FVR attaché bags
- Exposure: approximately 200+
- Social Media is a HIT!



flickr



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The place to share photos and stories of your favorite road.

## *What is FavoriteRoad.com?*

- FavoriteRoad.com is the place online to share photos and stories of favorite roads because drivers are passionate about their driving experience.
- Drivers often overlook the importance of the road and the role it plays in that experience.
- FavoriteRoad.com will draw attention to the roads that drivers like best and why.

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The place to share photos and stories of your favorite road.

## *Target Audience*

- Target audience – driving and travel enthusiasts ages 16-70+
- Family friendly suitable for viewing by young children and useful for educational purposes.
- FavoriteRoad.com™ is a National/International website designed for the general public.

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The place to share photos and stories of your favorite road.

## *What Type of Stories Can I Send?*

- We want you to write about your favorite road and why in a 200-250 word summary.
  - ✓ Is it the road to grandma's house?
  - ✓ Is it the road to your childhood home?
  - ✓ What about a Fall road when the leaves are changing?
- It's that easy. Write your story, take a picture, and send it along.

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The place to share photos and stories of your favorite road.

## *Sample Submission*

The 14-mile stretch of US Highways 27 & 68 connecting Lexington, Kentucky and Paris, Kentucky is my favorite road. Known to most locals as Paris Pike, the 179-year-old road metamorphosed in front of my eyes from 1997-2000. A long-awaited widening project took Paris Pike from a dangerous 2-lane road to a beautiful 4-lane road with a 40 ft. median. I watched workers preserve or relocate many historic, dry-laid, limestone fences, plant three trees for every one tree they removed, build new bridges and replace ugly, rusted guard rails with attractive timber versions. The 93-million-dollar project won many national awards for preservation and design excellence. Legendary Bluegrass thoroughbred horse farms populate both sides of Paris Pike. Foaling season is especially magical. Commuting to and from work can mean I catch glimpses of future Kentucky Derby hopefuls sunning themselves next to their mothers in green paddocks. Driving by the Thoroughbred Center I get to see yearlings and two-year-old colts and fillies training for their own chances at glory. The architecture of Elmendorf Farm, Payson Stud, Normandy Farm and Gainesway Farm is just magnificent. I feel a real sense of pride and place as I travel Paris Pike each day.

- Kendal, Paris, KY




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you could win a **JACKET.**



Welcome to  
FavoriteRoad.com

Share your favorite road...

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Welcome!


We hope you enjoy this new site designed to encourage road enthusiasts and bona fide "road trippers" to share their stories and photos of the open road. Here's how: [Read On](#)

James Bond is known for his unmatched class and innate ability to understand and achieve successful missions. Successful road trips can also be considered missions and are no easy feat. They require key "Bond-esque" ingredients. [Read On](#)

Meet Layne Rider, Editor [Click here](#) . All News Click [HERE](#)


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[Featured Road](#) [Newest Road](#) [Top Rated Road](#)




US Highway 89 Near St. Mary's Montana

[Go](#)



Driving the Red River Gorge-out!

[Go](#)



Main Street

[Go](#)

on/road/Main\_Street


Internet

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The place to share photos and stories of your favorite road.



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### Submit a Road

**Road Image:**  
Make sure you have appropriate permissions to upload this image.



Uploaded to  
FavoriteRoad.com  
File removed

**Road Title:**

**Submitted By:**

**Road Type:**  
Select Road Type

**Road State:**  
--None--

**Road Zip Code:**

**Road Submission Category:**  
Select Road Category

**Country:**  
Select Road Country

**Road City:**

**Road Story:** (Why is this your favorite road? Limit 200 words)

**Road Location:** (Help us find your road on a map.)

☐ I have read and agree to the [terms of service](#)

**SUBMIT A ROAD**

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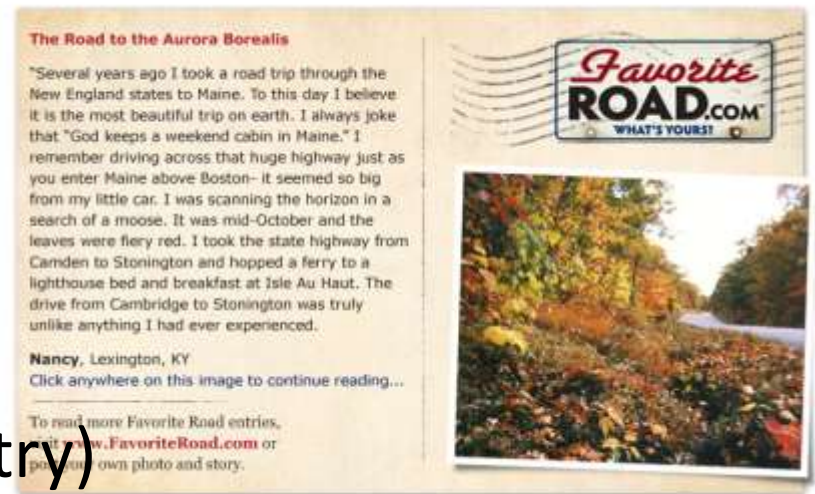


Help us promote FavoriteRoad.com





- PR Planning
  - Soft Launch Phase (industry)
    - Press releases (160 contacts), media kits, e-postcards
    - Link and ad swaps with trade pubs (Better Roads, etc.)
  - Public Launch (Jan. 12)
    - 4,600 media contacts for releases (NPR, etc.)
    - Theme tie-ins (Holiday roads, Summer road trips, etc.)
    - Contests: America's Favorite Road, National Travel & Tourism Week (May 8 – 16), "Best of" campaign
    - Celeb testimonials (20 contacted)



*Favorite*

**ROAD.com™**

**WHAT'S YOURS?**



## Member Companies



## Affiliate & Commercial Members

