

# AMAP--Past & Future

Bob Berkley

Retiring Executive Director

(Finally!)

# Hi, sorry to interrupt but I am BO, Bob's Overseer



- He doesn't know I'm here
- It occurred to me someone must oversee this talk—He is getting really old.
- And fat

But, he is on a diet. Actually he is on two diets because when he was on one, he wasn't getting enough food.

# AMAP Then

- I don't know why I am supposed to talk about AMAP back then
- The history of AMAP is in your booklet!!
- My supposed speech advisor chose the title for me.....



**My Speech Advisor, either teaching or preaching**  
**John says, “ If experts say we only use 17% of our brains—think what we could accomplish if we could use the remaining 67%.”**

# AMAP Then--1997

- The history of AMAP is in your booklet
- Our work mostly involved understanding the technology and improving the technology.
- We didn't really know one another
- Most industry people had no idea what PG graded nomenclature meant
  - We all knew viscosity graded ACs

# BO Again



- I'm watching him---he tends to go on and on about the OLD days.
- If he goes on too long, I will give him a gout attach in his big toe.
- Some of you older guys understand that— isn't that right Henry R.?

Uh-oh, that's  
a lie!

HE WILL BE LOOKING  
FOR SOMETHING TO  
DO NO MATTER HOW  
OLD HE GETS—IN  
FACT, I HESITATE TO  
TELL THIS BUT.....

HE STILL THINKS  
HE HAS A  
CHANCE TO BE  
**POPE!!!**



# AMAP's Original and Current Mission Statement

***AMAP** was established with two primary objectives:*

- 1. To promote the highest standards of quality and performance in modified asphalt products*
- 2. To inform and educate owners, contractors and specifying agencies about the economic and performance benefits of modified asphalt binders for improved pavement systems..*

- As an association we shall:*
- Be a consolidated voice on issues pertaining to modified asphalt that will **grow the industry**.*
- Encourage User-Producer agencies toward higher performing asphalt binders.*
- Evaluate without bias, and communicate advancements in modified asphalt technology.*
- Promote standardization of asphalt binder testing procedures.*

# How have we done so far?

- *1.To promote the highest standards of quality and performance in modified asphalt products*
  - Every state specs some **modified** binders
    - Some DOTs didn't know what that meant in 1997
    - AMAP is now well known in the industry as the leading expert on modified binders
      - Our educational programs have worked
      - Our annual conferences are specific to **modified** asphalt binders
      - Our technical workshops promote highest standards
    - In 1997, when we started AMAP, the percent of modified binders used in asphalt paving was less than 4%--today we believe it is over 25%

# How have we done so far?

- ***2. To inform and educate owners, contractors and specifying agencies about the economic and performance benefits of modified asphalt binders for improved pavement systems..***
  - *We are doing that NOW and have been for the past 14 years*
  - *We offer to states, owner agencies and academics our training course for nominal fees*
  - *Our members are well versed on the performance benefits of modified asphalt and spread that information to the engineers in their travels*
  - *Our web site including the library of past presentations is available to all member company representatives.*
  - *Our exhibit booth at industry related trade shows*

# So, should we pat ourselves in the back?

- **NO!** We have so much more to do—
- I want to see:
  - More magazine published articles from our members on modified asphalt
  - More training sessions either by web cast or video— or in person to larger groups
  - A frequent newsletter with some technical articles as well as the industry news
  - Funding more research
  - These are the some of the technical issues
  - **BUT WE ALSO BETTER BE LOOKING AT--**



**SEE, HERE IT COMES!!      I**  
**TOLD YOU SO.**

# The Two Things We Cannot Overlook

- **Issue Number 1 FUNDING**

- MAP 21 Phew! After much concern, lots of work from organizations such as NAPA, Asphalt Institute, APA and others, we finally have, albeit short term, funding.
- However, there is no permanent user-tax increases on gasoline and diesel fuel.
  - Argument that gasoline will be less in demand
  - Per mile fees to drivers
- Toll roads

# Big Issue Number 2

- **THE WAR WITH CONCRETE FOR MARKET SHARE**
  - Taxpaying public has little knowledge of the difference between asphalt and concrete as they drive
    - They hate rough roads
    - They hate noisy roads
    - They hate long construction delays
    - They hate roads where stripes are hard to see against the pavement color
    - They hate summer reflection in their eyes
    - They also hate \$200 wheel alignments

# Political Correctness

- We may not like it and we don't talk publicly about it but....
  - Cement producers and concrete associations are spending more money than ever before, working to gain a bigger share of the highway paving industry
    - White-topping, supposed solar heat reflection propaganda just to name a couple
  - Their pavement technology (materials and construction) have advanced dramatically
    - The equipment pours a much smoother mat
    - And when not—their milling works (but is expensive)

# There Is Only So Much Money in the Paving Market

- Its time we do what it takes to increase our share because we have:
  - A smoother pavement
  - A long lasting pavement (perpetual pavements)
  - A quick and easy pavement to maintain
  - A safer pavement
  - A more economical pavement as long as owners compare apples to apples

# I Would Love to Take On This War

- But I just bought a hammock

How Do We Do That??

**MARKETING**

# MARKETING ASPHALT

- Something we have done little of
- Something we can do a lot more of
- And to a target audience
- AND MARKETING AGAINST.....

# AND WHO IS THE ENEMY?

- Why are we hesitant to push the concrete/cement guys?
- We recognize their product merits....
  - They have a good product for skyscrapers
    - As long as it has steel in it
  - And bridges
    - As long as it has steel in it
  - And curb and gutters
  - And concrete pipe
  - And.....
  - I think that's all—

# In Every War You Need

- Ammunition
  - Our technology, perpetual pavements
- Numbers
  - Millions of miles of great asphalt pavements
- Superior leaders
  - Here in this room and your home offices
- Trained soldiers
  - But every bit as important
- You need **informed and vocal allies**

# Frankly, We Have Ignored Our Best Allies

- THE DRIVING PUBLIC
- THE TRUCKING INDUSTRY

# Our Potential Allies

- Don't know what the heck they are driving on
- Don't know how much they really care about the roads they drive upon
- Don't know how to go about asking for better roads
- Their ignorance is OUR FAULT

# How To Win The War?

- Engage our allies!
- But first remember what Albert Einstein said. “If the idea is not at first absurd, then there is no hope for it.”

# Marketing to the Public



- Uh-oh. I better watch this for you. He gets some strange ideas sometimes.

# Go the People

- Magazines
- Interviews
  - TV, radio
- Reaching the user
  - ROAD SIGNS

# Magazines

- Lots of excellent articles about asphalt
  - Most are too technical.
  - Most are directed (as they should) at people who already love asphalt.
  - How about articles in:
    - AAA Traveler
    - Trucker Magazine
    - Science
    - Other popular, travel oriented magazines

# Interviews

- Most local TV stations are looking for new items of interesting news
- Same with radio

# SIGNS

- WHO DO WE WANT TO MARKET TO?
- WHAT DO WE HAVE TO SELL THEM?
- WHAT WILL MAKE THEM LISTEN?
- WHERE SHALL WE MAKE OUR APPROACH?

# Highway Signs

- Place on off the right-of-way, a sign about 1 mile from the terminus of a nice asphalt pavement that says,
- “Sorry, but you are leaving smooth asphalt pavement in one mile and will be driving on concrete—TIGHTEN YOUR SEAT BELTS”
- WHO DO WE WANT TO MARKET TO?
- WHAT DO WE HAVE TO SELL THEM?
- WHAT WILL MAKE THEM LISTEN?
- WHERE SHALL WE MAKE OUR APPROACH?

# OR

- About 300 feet from a transition from rough concrete to an asphalt section—  
—“THIS IS A CONCRETE ROAD”
- Then about 300 feet past the transition  
—“THIS IS AN ASPHALT ROAD”
- Then about 100 feet later:
- “ASPHALT—SAFE, SMOOTH, QUIET, DURABLE”

# Highway Signs

- OR THESE LIKE OLD BURMA SHAVE SIGNS
- “JUST A MILE FURTHER/ AND YOU WILL FIND/  
RELIEF FOR YOUR ACHING BACK”
- “ASPHALT PAVEMENT AHEAD”
- “ASPHALT—SAFE, **SMOOTH**, QUIET, DURABLE”

# Highway Signs

- We could go on at length with sign examples
- Not too hard to do this
  - Develop financing pool
  - Finding the locations—regional
  - Talking to the land owner—minimal fee
  - Making the signs
  - Continually inspect signs and road conditions
  - Make good decisions

# ADIOS PARTNERS

- IT HAS BEEN A PLEASURE WORKING WITH YOU
- YOU ARE MY FAMILY—YOU AND YOUR PREDECESSORS
- AND THEIR PREDECESSORS
- AND SO ON---BACK 53 YEARS
- IT HAPPENS—OLD IS COMING TO ALL OF YOU

THE ASSOC.  
OF MODIFIED  
ASPHALT  
PRODUCERS

Well, those are his  
feelings--if you agree  
with his ideas--are you  
willing to work toward  
them?

THANK YOU VERY  
MUCH--  
BO

