

Asphalt Pavement Alliance Update

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Association of Modified Asphalt Producers

January 31 – February 2, 2005

Las Vegas, NV

Peter T. Grass, P.E.
President, Asphalt Institute



Why the APA?

- Since 1999
- A coalition of AI, NAPA and the State Asphalt Pavement Associations (SAPA)
- Formed to counter the concrete industry's stated intention to take 15% of the Hot Mix Asphalt industry's market share.
- Key Objectives:
 - ✓ further the interest of the Hot Mix Asphalt industry
 - ✓ develop communication and marketing materials at the national level
 - ✓ support programs of education and research in asphalt pavements



Why the APA?

- Provides a national voice for the HMA pavement industry.
- Enables a focused response to competitive threats from the concrete industry.
- Previous efforts of various organizations were fragmented and redundant
- An organized, competitive initiative required a response
- Maximizes resource utilization
- Combines technical, marketing and financial resources
- Combines strength of three organizations



APA Partners

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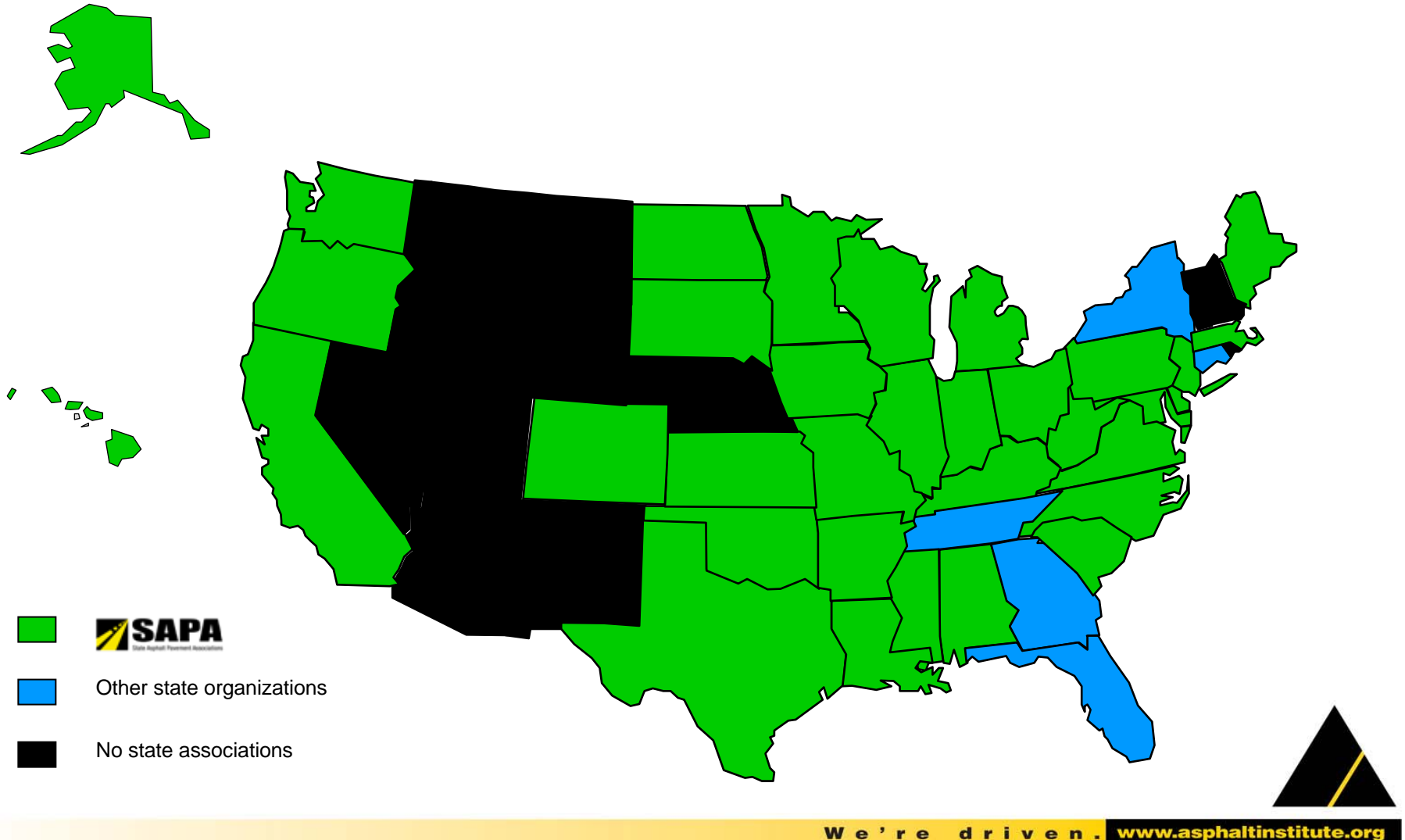
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State Asphalt Pavement Associations

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APA Structure

Steering Committee (16)

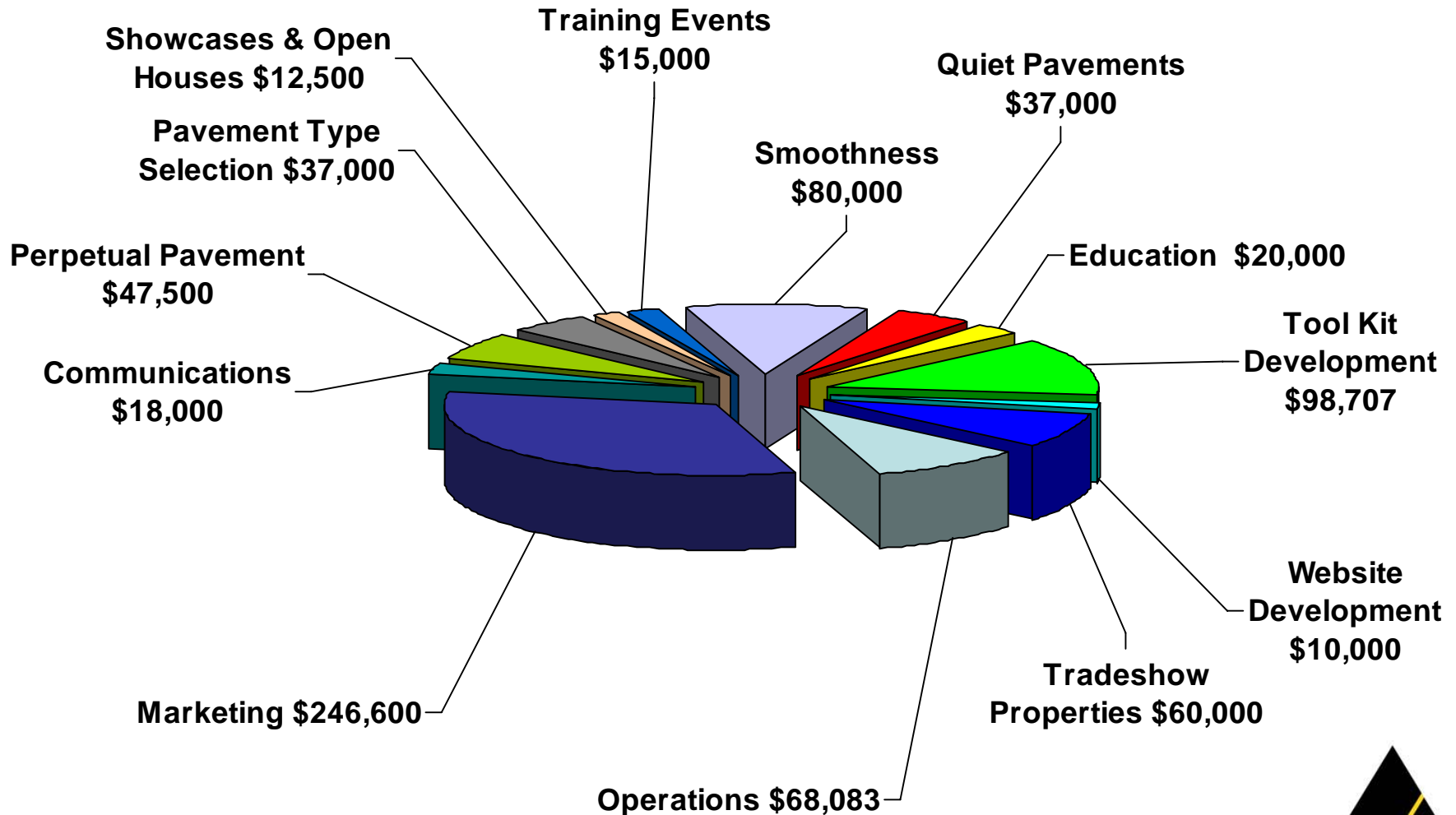
Executive Committee (4)

Resource Development Team (6)

Fulfillment Coordinator (1)



2005 APA Budget



APA Activities...

- **Presence at tradeshows and industry meetings**
- **Perpetual Pavement Award Program**
- **Product Showcases**
- **Asphalt Pavement Conference**
- **Fulfillment**



Showcases, Tradeshow & Industry Meetings

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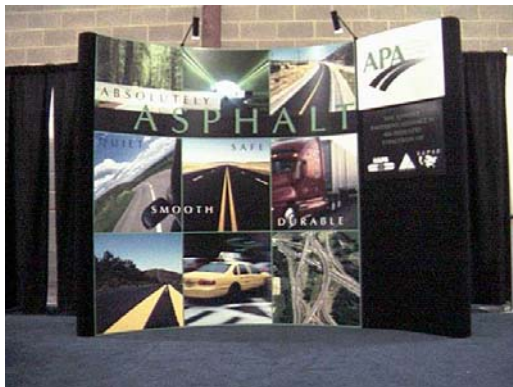
We're driven. www.asphaltinstitute.org

Tradeshow Properties

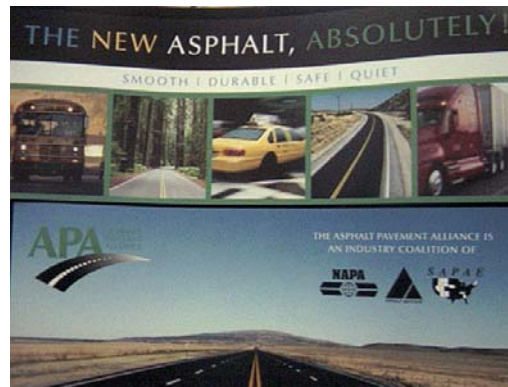
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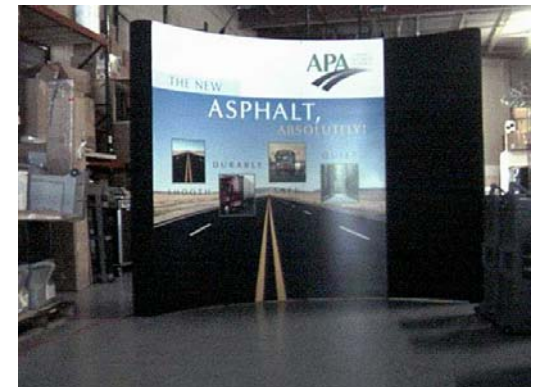
APA Banners - Up



Nine Panel Booth



Tabletop Booth



Four Panel Booth

LOOK FOR NEW PROPERTIES IN 2005!

We're driven. www.asphaltinstitute.org



Perpetual Pavement Awards

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Winners Include:

- Arizona DOT
- California DOT
- Colorado DOT
- Erickson AFB Airport Runway
- Illinois DOT
- Iowa DOT
- Maryland DOT
- Minnesota DOT
- Missouri DOT
- Nebraska DOT
- New Jersey DOT
- Oklahoma DOT
- Ohio DOT
- South Carolina DOT
- Tennessee DOT
- Texas DOT
- 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"



2003 Winners



Showcases / Open Houses

- **Perpetual Pavements**
 - **Kansas - SH 75 north of Topeka**
 - **Spring 2005**
- **Rubblization**
 - **Alabama – 1-20 east out of Birmingham**
 - **April 2005**



Asphalt Pavement Conference

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21st Century Construction

The long-term performance of Port of America (POA) pavement depends on everyone doing their job right. Designers must determine appropriate thicknesses and materials to withstand the unique traffic, loads and environment. Mixes must be designed to meet specified requirements and allow for easy construction. And, time and budget may be important. The mixtures must be mixed, transported, placed and compacted properly. This year's Asphalt Pavement Conference will concentrate on construction practices necessary to build POA pavements that last.

The conference will highlight key aspects of construction from contracting practices to final acceptance. Session topics include:

- Contractor/Consultant Services & Training
- QC/QA with Relation to Design
- Paved Production, Aggregate Processing & Safety
- Paving & Compaction

Nashville, Tennessee
Nashville Convention Center
Monday, March 15 –
Tuesday, March 16, 2004

Sponsored by:
Asphalt Institute
National Asphalt Pavement Association
State Asphalt Pavement Associations

In Conjunction with:
World of Asphalt 2004
Show & Conference
Nashville, Tennessee

Supported by:
U.S. Department of Transportation
Federal Highway Administration
 



2004 Regional Meetings

- Tulsa: Oklahoma, Kansas, Missouri, Arkansas
 - Pavement Type Selection
- Scranton, PA & Danbury, CN: New England states
 - Perpetual Pavements, Pavement Type Selection
- Minneapolis: Minnesota, Wisconsin, Iowa, Dakotas
 - Pavement Type Selection
- Atlanta: Alabama, Georgia, Florida, Tennessee
 - Pavement Type Selection
- Baton Rouge: Louisiana, Mississippi, Texas
 - Pavement Type Selection



Regional Meetings (Cont'd)

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Scheduled for 2005:

- Sturbridge, MA: March 30
- Scranton, PA: March 31



Fulfillment Activities

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- Order Processing
- Tradeshow Property Scheduling/Shipping
- Daily Operations (AP/AR)
- Inventory Control
- Administrative Functions
- Website Maintenance
- Monthly Reporting
- Product Development



ADMINISTRATIVE OFFICE



APA STORAGE FACILITY



TRADESHOW PROPERTY STORAGE

Becky Boston-Sharron
2696 Research Park Drive
Lexington, KY 40511
1-877-APA-0077
bboston@asphaltinstitute.org



APA Resources...

- **2 Websites**
www.AsphaltAlliance.com
www.QuietPavement.com
- **Tool Kits in eight technical areas**
- **Ads and job stories in industry publications**
- **Promotional and Educational Products**



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THE NEW ASPHALT, ABSOLUTELY!

The Asphalt Pavement Alliance's mission is to further the use and quality of Hot Mix Asphalt pavements. The Alliance will accomplish this through research, technology transfer, engineering, education and innovation.

Learn About The New Asphalt:

- [What is The New Asphalt?](#)
- [Perpetual Pavements](#)
- [Airport Pavements](#)
- [Speed of Construction](#)
- [Smoothness and Fuel Economy](#)
- [Life Cycle Cost](#)
- [Rubbilization](#)
- [Asphalt: The Versatile Pavement](#)
- [Asphalt: The Quiet Pavement](#)
- [America's Most Recycled Product](#)

APA News

1 27 2003 [January '03 Alliance in Action Newsletter](#)

Download or view a PDF of the Alliance in Action Newsletter for January 2003.

1 24 2003 [Coming Soon: Order APA Items Securely Online](#)

1 24 2003 [Indiana Perpetual Pavements Update](#)

10 22 2002 [APA Announces 2002 Perpetual Pavement Awards Winners](#)

10 1 2002 [Asphalt Pavement Conference: Superpave 2003](#)

APA Store

[Asphalt Pavement Conference](#)

[Site Map](#)



APA ASPHALT PAVEMENT ALLIANCE

NAPA

SAPA

The Asphalt Pavement Alliance is a coalition of the Asphalt Institute, the National Asphalt Pavement Association, and the State Asphalt Pavement Associations.

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quietpavement.com

Sound Town USA Measuring Noise About Road Noise Learning Center

Welcome!
QuietPavement.com is an interactive learning experience about the impact of road noise in our lives as well as methods for reducing road noise using hot mix asphalt.

Sound Town USA
Build your own neighborhood and discover how you can reduce road noise inside your home.
A great tool to estimate noise levels inside a home before you

86dB(A) at 4 feet
How loud is loud?
What can a blender, a barking dog and a vacuum cleaner teach us about road noise? The answer is one click away!

History of Road Noise
Ever since the first road was built there has been road noise. Discover how Julius Caesar stopped traffic noise at its source back in 44 BC.

Good job!
You have created a pleasant environment inside your home.

Site Map **Reach Out** **Show me:**

Tree
It takes the length of a football field full of trees to reduce noise effectively. Forests reduce noise; trees don't.

Steps:
1. Choose your road. Use your mouse to toggle between asphalt and concrete pavement.
2. Select elements and position them by clicking on the grid.
3. Click "measure" to determine the noise levels inside your home.
You can delete items by selecting the X and positioning and click on the item to be deleted.
More info:
Hot Mix Asphalt
Walls, Barriers, Shrubs and Trees

Have fun with Sound Town USA!
This game is not a scientific tool.

Pavement Alliance. All rights reserved. Site created by [Studiocom](#)

Tool Kits



Focus Areas

Smoothness
Recyclability
Pavement noise
Speed of Construction
Rubblization
Durability
Perpetual Pavements
Life Cycle Cost
Pavement Type Selection



Magazine Ads

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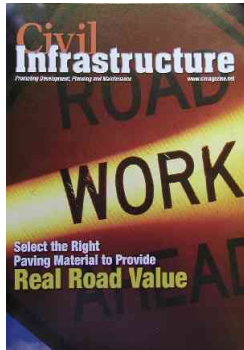


- *American City & County*
- *Better Roads*
- *CE News*
- *Municipal Index*
- *Public Works*
- *Roads & Bridges*
- *State Legislature*
- *ASPHALT*
- *HMAT*

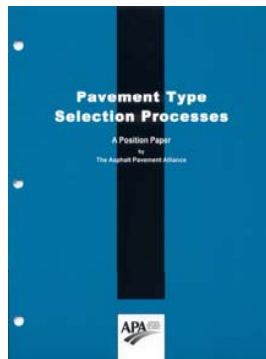


2004 APA Product Activity & Revenue

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1



2



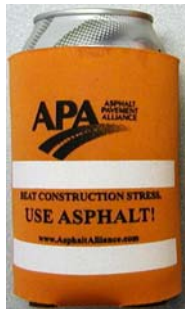
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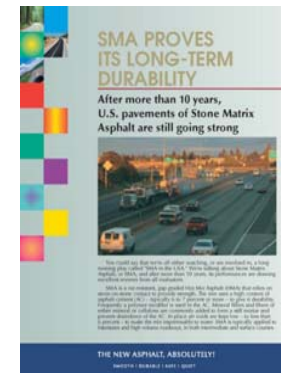
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8



9



10



New Items



Construction Safety Vests



*Water Bottle
&
Can Koozies*



Per Road 2.4

PerRoad is a mechanistic-based procedure for the design of flexible long-life or perpetual pavement structures.

The program can be used as a design and analysis tool to assess the likelihood that critical pavement responses will exceed a threshold set by the analyst.



2004 APA Product Activity & Revenue

- **\$24k in sales for 2003 (Mar – Dec)**
(\$6,750 is Trade Show Rental Income)
- **\$16k in sales for 2004**
(\$4,950 is Trade Show Rental Income)
- **History of Award Winning APA Customers:**
 - Platinum >\$2K+ IA
 - Gold >\$1K+ DAKOTAS, NC, KY, MD, MS, WA
 - Silver > \$500+ NJ, MN, KS, VA, SC, AL, CO, WV
 - Bronze > \$300+ AR, NY, FL, MI. OR,

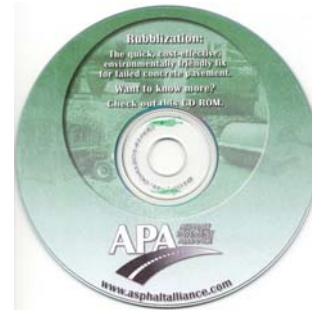
Thanks to all who support the APA!



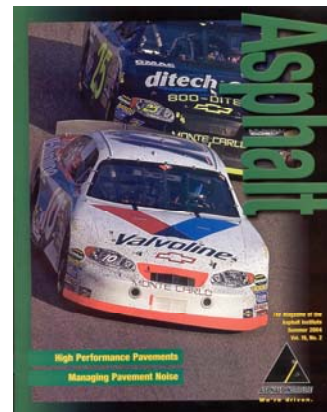
2004 Magazine & Web Responses

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**Option to order Perpetual Pavement and Rubblization CD's now on
APA website**



Option to subscribe to HMAT and ASPHALT now on APA Website



So What?

- National level planning
- Local level execution
- Have to reach the decision maker
- Presence counts
- Regional conferences, demonstration projects highly successful
- Widespread brand recognition is there



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