

PRELIMINARY PROGRAM AND REGISTRATION



DRIVING PERFORMANCE



**FOR YOUR
BUSINESS**



**FOR YOUR
CUSTOMERS**



**FOR THE
PUBLIC**

6 0 T H A N N U A L M E E T I N G

**JANUARY 25-28, 2015
MARCO ISLAND MARRIOTT
MARCO ISLAND, FLA.**



**NATIONAL ASPHALT
PAVEMENT ASSOCIATION**

www.AsphaltPavement.org/AnnualMeeting

DRIVING PERFORMANCE



FOR YOUR BUSINESS



FOR YOUR CUSTOMERS



FOR THE PUBLIC

A high level of performance — it's what you demand from your workforce, it's what your customers expect from you, and it's what drivers want from the roads they use to travel the nation.

Building on the latest engineering research and market data, the NAPA 2015 Annual Meeting will impart the knowledge required for Driving Performance. General sessions and workshops will outline how you can shape your operations to deliver the high level of performance your customers need to meet their customers' expectations. NAPA's Annual Meeting is where the industry gathers to set its future. **To position yourself for growth in 2015 and beyond, you need to be here.**

WELCOME



Dear Asphalt Pavement Industry Leader:

I want to personally invite you to attend NAPA's 60th Annual Meeting, Jan. 25-28, 2015, at the Marco Island Marriott in Marco Island, Fla. Building on the latest engineering research and market data, the NAPA 2015 Annual Meeting will give you the knowledge and contacts you need to focus in on Driving Performance for your company, for your customers, and for the public.

We have a spectacular lineup of keynote speakers. Legendary energy entrepreneur T. Boone Pickens will speak with us about issues that affect the asphalt industry. We will soar with former F-16 fighter pilot Maj. Dan Rooney as he shares inspirational stories of leadership, accountability, and teamwork learned during his three tours in Iraq and his post-war successes. Looking at pavements from the users' perspectives, we will delve into the advocacy efforts of highway users. We also have a session highlighting real-world examples of how contractors are using asphalt's drivability advantages, as highlighted in the industry's comprehensive Go-To-Market effort, to win jobs and keep customers happy.

Educational workshops will give you valuable industry knowledge packed with takeaways that can be used back at the office and job site. We also have committee meetings where decisions shaping the future of the asphalt industry are made. There are the Annual Young Leaders Golf Tournament, Diamond Reception, awards ceremony, and other networking events with plenty of opportunities to catch up with friends and make new ones, as well as meet with vendors and peers from across the country.

Plus, if you attended the Young Leader's Reception and Dinner last year, you know it was an amazing night. People still talk about how much fun we had. I have great news: Fifty Amp Fuse is bringing its music back to our dance floor for this year's Young Leader's Reception and Dinner! It's going to be another night to remember.

I urge you to make your travel plans now and to take advantage of the early bird registration deadline: December 12. And encourage your colleagues, whether they are NAPA members or not, to attend, too. Let them know you will be attending and that they will already have one friend at the meeting with more waiting to meet them.

For more information about the Annual Meeting, visit www.AsphaltPavement.org/AnnualMeeting.

Best,

A handwritten signature in blue ink that reads "William C. Ensor".

William C. Ensor
Chairman, NAPA
President, Maryland Paving Inc.

WHO ATTENDS

The NAPA Annual Meeting provides practical knowledge useful for members involved in the strategic management of their companies; engineers responsible for asphalt production, road construction, and sustainability; estimators who bid on asphalt projects; and marketers who create communications and sales materials.

**Early-Bird
Discounted Rates end
on December 12, 2014.**

Visit
[www.AsphaltPavement.org/
AnnualMeeting](http://www.AsphaltPavement.org/AnnualMeeting)
to register online.

“This was my first convention but definitely not the last. I was very impressed with the entire experience.”

John Dougherty, CEO,
Louisville Paving and Construction Co.

WEEK AT A GLANCE

SATURDAY

JANUARY 24

7:00 am–1:00 pm
Young Leaders Golf Tournament,
Breakfast & Lunch (Optional Event)

12:00 noon–5:00 pm
NAPA Registration

2:00 pm–6:00 pm
Committee Meetings

SUNDAY

JANUARY 25

6:30 am–8:00 pm
NAPA Registration

7:00 am–8:00 am
Worship Service

8:15 am–6:00 pm
Committee Meetings

7:00 pm–8:30 pm
Opening Diamond Reception

MONDAY

JANUARY 26

6:30 am–4:00 pm
NAPA Registration

7:00 am–7:45 am
NAPA Breakfast

8:00 am–9:15 am
General Session I: Passing of
the Gavel & Keynote Speaker:
Maj. Dan Rooney, USAF (Ret.)

9:15 am–9:45 am
Coffee Break

9:45 am–11:15 am
General Session II: Demonstrating
Asphalt's Drivability Advantage:
Real-World Examples

11:15 am–11:45 am
Coffee Break

11:45 am–1:00 pm
Concurrent Educational Workshops:
▶ Increasing Highway Revenues:
Anatomy of a Victory
▶ Quality From the Top
▶ Life-Cycle Assessment for
Asphalt Pavements

2:00 pm–4:00 pm
Committee Meetings

TUESDAY

JANUARY 27

6:30 am–1:00 pm
NAPA Registration

7:00 am–7:45 am
NAPA Breakfast

8:00 am–9:15 am
General Session III:
Highway Funding From
the Users' Perspective

9:15 am–9:45 am
Coffee Break

9:45 am–11:00 am
General Session IV:
A Conversation with T. Boone
Pickens: Powering America's
Energy and Economic Future

11:00 am–11:30 am
Coffee Break

11:30 am–12:45 pm
Concurrent Educational
Workshops:

- ▶ Increasing RAP Use: Lessons
Learned from NAPA's
Industry Tour of Japan
- ▶ Hiring and Retaining
the Right People
- ▶ EH&S Regulatory
Update—What Asphalt
Contractors Need to Know

11:30 am–2:00 pm
Ladies Hospitality Annual Luncheon

6:00 pm–11:00 pm
Reception, Dinner and
Entertainment—Hosted
by the Young Leaders

WEDNESDAY

JANUARY 28

7:30 am–10:00 am
NAPA Registration

8:30 am–10:30 am
Awards Breakfast and Ceremony

11:30 am–2:00 pm
Board of Directors Lunch and
Annual Membership Meeting

GENERAL SESSIONS

This year's meeting theme is **Driving Performance: For Your Company. For Your Customers. For the Public.** Each of the four general sessions will feature dynamic and expert speakers delivering what you need to know to achieve your own "Driving Performance."

GENERAL SESSION I

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Passing of the Gavel & Keynote



OUTGOING CHAIRMAN:
William C. Ensor III



INCOMING CHAIRMAN:
Michael Cote

Keynote Speech: A Patriot's Calling — Leadership, Teamwork and Sacrifice



SPEAKER
Maj. Dan Rooney, USAF (Ret.) F-16 Fighter Pilot, PGA Professional, Patriotic Philanthropist, and Author of *A Patriot's Calling: Living Life Between Fear and Faith*

Soar with Maj. Dan Rooney as he shares his amazing life stories as an F-16 fighter pilot who served three tours of combat in Iraq, as a successful philanthropist, and as an accomplished professional golfer. Rooney will inspire and entertain you as he shares his life experiences and lessons of faith, leadership, teamwork, trust, compassion, and triumph.

GENERAL SESSION II

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Demonstrating Asphalt's Drivability Advantage: Real-World Examples

The drivability advantages of asphalt for road owners, pavement specifiers, and the travelling public play a key role in pavement type and pavement materials decisions. Research has helped quantify the benefits

of drivability for the public and road owners. Now hear real-world stories about how factors associated with drivability — pavement smoothness, ease of maintenance, performance, rapid construction, and cost effectiveness — have helped make the competitive case for asphalt over concrete. Panelists will share how Thinlays™ have expanded the pavement preservation market for cost-conscious city and county road owners; how the rapid construction of long-lasting stone matrix asphalt in an urban area was the only viable solution for a deteriorating concrete roadway traveled by commuters; and how warranties and building a smooth Perpetual Pavement paid dividends (literally) for a contractor and made his bid the most competitive.

SPEAKERS

Jim Huddleston, P.E., Executive Director, Asphalt Pavement Association of Oregon

David White, VP of Operations, Superior Paving Corp.

Mike Law, VP of Materials, Scotty's Contracting & Stone LLC

MODERATOR

Mike Acott, President, NAPA

GENERAL SESSION III

Highway Funding From the Users' Perspective

The current funding mechanisms for the Highway Trust Fund are insufficient to keep pace with the rehabilitation and maintenance needs of America's roads and bridges. As Congress debates how transportation infrastructure is funded, the perspective of the highway users is more important than ever. Representatives from three user organizations tell what the highway user community is doing to work towards a long-term solution; what their expectations are for pavement smoothness, rideability, and safety; and how contractors can work with them to achieve the shared goal of more revenues for the Highway Trust Fund.

SPEAKERS

Caroline Decker, VP of Legislative Affairs, American Trucking Association

Greg Cohen, President and CEO, American Highway Users Alliance

MODERATOR

Janet Kavinsky, Executive Director of Transportation and Infrastructure, U.S. Chamber of Commerce

GENERAL SESSION IV

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Clean Energy

A Conversation with T. Boone Pickens: Powering America's Energy and Economic Future



SPEAKER

T. Boone Pickens, Energy Activist and Chairman, BP Capital Management

Legendary energy entrepreneur T. Boone Pickens is the founder of Mesa Petroleum. Under the four decades of his leadership, Mesa grew to become one of the largest and most recognized independent energy exploration and production companies in the United States, producing more than 3 trillion cubic feet of gas and 150 million barrels of oil from 1964 to 1996. More recently, Pickens is responsible for the formulation of the energy futures investment strategy of the BP Capital Commodity Fund and the BP Capital Equity Fund. With more than \$4 billion under management, BP Capital manages one of the nation's most successful energy-oriented investment funds.

Pickens will discuss energy topics important to NAPA members, including domestic oil and natural gas supplies; world oil supply; future petroleum and natural gas outlook; and his views on the environmental, security, and financial benefits natural gas holds for the U.S.

EDUCATIONAL WORKSHOPS

With sessions for senior management, middle management and technical staff, the Annual Meeting workshop sessions provide focused knowledge on engineering, environmental, regulatory, and legislative topics that give key personnel the information they need to achieve more for your company.



Increasing Highway Revenues: Anatomy of a Victory

As Washington gridlock continues to slow down federal transportation infrastructure spending, funding responsibility has shifted to the states. Across the country, transportation legislation is being introduced at the state level to raise monies for projects the federal government cannot fund. Some states have been successful and some have not. This session will examine what strategies worked, which ones did not, and why a strong grassroots campaign is a game changer.

KEY TAKEAWAYS

- ▶ Grassroots and coalition strategies that have been effective
- ▶ Successful state transportation revenue campaigns and why they worked
- ▶ How NAPA members can get involved to generate more highway revenues in their state

Quality From the Top

Executive-level leadership, management decisions, and a company focus on quality impact best practices; from the executive suite to the paving crew, all has an effect on the quality of pavement produced. This session will discuss how corporate leadership from the top contributes to higher quality, higher performing, longer-life asphalt pavements.

KEY TAKEAWAYS

- ▶ Effective C-suite communication that resonates throughout plants and crews
- ▶ Getting the most from best practices from the top down
- ▶ The benefits of creating a quality-driven corporate culture

Life-Cycle Assessment for Asphalt Pavements

Public agencies and regulators are increasingly adopting missions that measure the environmental sustainability of products and processes. As a result, many transportation agencies are looking to use the life-cycle assessment (LCA) tools as a way

to better understand the impact of different road construction materials. This session will highlight the current status of LCA implementation in North America and provide guidelines for stakeholders to adapt them for decision support at the project level.

KEY TAKEAWAYS

- ▶ Gain a conceptual understanding of the LCA process
- ▶ Explore ways to interpret LCA outcomes and communicate them for decision making purposes
- ▶ Review results from an asphalt mixture LCA

Increasing RAP Use: Lessons Learned from NAPA's Industry Tour of Japan

Japan, on average, uses 45 percent RAP in asphalt pavements, and NAPA set out to learn how Japan achieved such a high average through an industry tour of asphalt pavement facilities, construction sites, and roadways in Japan. A major industry initiative to learn best practices for the use of high percentages of Reclaimed Asphalt Pavement (RAP) in asphalt pavements was undertaken by NAPA in partnership with the Japan Road Contractors Association (JRCA) and Japan Asphalt Mixture Association (JAMA). This session will highlight the lessons learned, and best practices and technologies that can quickly be implemented in the U.S. paving market.

KEY TAKEAWAYS

- ▶ Examples of best practices in Japan that allow for increased use of RAP and other pavement innovations
- ▶ Plant and construction considerations for high-RAP use
- ▶ Tour members' insights into how high-RAP technology might affect the future of the asphalt industry

Hiring and Retaining the Right People

The goal of most organizations is a robust workforce that puts the right people in the right positions and a set of systems and culture that keeps them excited to

be there. However, the current reality for the construction industry is a lack of craft workers, supervisors, managers, and staff for available positions, as well as the perception that the industry may not be appealing enough to attract and retain the younger Millennials or the upcoming Generation Z.

KEY TAKEAWAYS

- ▶ Explore recruiting strategies, and understand the primary elements to watch for during the recruiting process to hire quality employees
- ▶ Identify the leadership styles that motivate people and create a productive environment
- ▶ Discover the common mistakes that companies may make when addressing poor employee retention

EH&S Regulatory Update — What Asphalt Contractors Need to Know

Operating your business is difficult enough without having to worry about increasingly stringent and complex environmental, health and safety (EH&S) regulations. Hear from industry experts about three NAPA EH&S programs that will ensure your company remains compliant and ahead of changing regulations.

KEY TAKEAWAYS

- ▶ Identify what your company will need to do to comply with OSHA's Silica Rule and how equipment changes are currently being phased-in
- ▶ Understand new OSHA requirements to provide updated product Safety Data Sheets
- ▶ Discover managing risks associated with tank storage of rejuvenators and petroleum asphalt

“If you are not attending this conference you are going to be left ‘in the dust.’”

*Phillip Hutchens, President,
Hutchens Construction Co.*

NETWORKING OPPORTUNITIES [INCLUDED IN YOUR REGISTRATION]

The NAPA Annual Meeting is an excellent opportunity for networking with your peers to share information, learn from others, and make career contacts and friends for life. In addition to the casual networking NAPA members enjoy during breakfasts and coffee breaks, networking events at the Annual Meeting include:

Opening Diamond Reception

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Catch up with friends and industry peers, share stories and enjoy cocktails while taking in the beauty of Marco Island. This event honors companies that earn Diamond Achievement, Diamond Achievement Sustainable, Diamond Quality, and Diamond Paving Commendations for their work in communities, excellence in operations and product quality, and commitment to best practices.

Awards Ceremony and Breakfast

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NAPA honors the asphalt pavement industry's finest, paying tribute to their commitment to quality in construction during the Awards Ceremony and Breakfast. The highlight of this event is the presentation of the Sheldon G. Hayes Award, the industry's most prestigious award.



Young Leaders Reception and Dinner

Get your dance shoes on as we gather for one heck of a party with, back by popular demand after an amazing event last year, **Fifty Amp Fuse!** This is THE party not to be missed! It will be an evening with special friends, great food, and a great show.

Ladies Hospitality Luncheon

Each year, the Ladies Hospitality Committee sponsors a luncheon for registered spouses/guests at the Annual Meeting. This year, we are planning a special fashion show that will include casual resort wear, dress attire, and a wide array of accessories. Lunch will be served and gift drawings will be held.

OPTIONAL EVENT –
SEPARATE REGISTRATION FEE

Young Leaders Golf Tournament

Saturday, Jan. 24
7:00 am: Breakfast
8:00 am: Shotgun Start
\$260 per golfer



The Young Leaders Annual Golf Tournament is Saturday, Jan. 24, at the award winning Rookery Golf Course, featuring brand new Paspalum turf grass and redesigned bunkers by acclaimed golf course designers Peter Jacobsen and Jim Hardy of Jacobsen Hardy Golf Course Design. Price includes transportation, golf cart, green fees, continental breakfast, and lunch. Please provide pairing requests when you sign up. For more details, contact Lori Wolking, NAPA Vice President of Meetings, at LWolking@AsphaltPavement.org.

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GENERAL INFORMATION



Hotel Information

Marco Island Marriott Beach Resort

400 S Collier Blvd., Marco Island, FL 34145
Phone: 800-438-4373

To reserve a room, make reservations online at www.AsphaltPavement.org/AnnualMeeting or call the hotel at 800-438-4373 and mention the NAPA Annual Meeting to receive the discounted group rate of \$285. Suites are available for 25 percent off the standard suite rate, based on availability at the time of reservation. Group rates are available until Dec. 30, or until the room block is full. Spaces fill up quickly; reserve your room early.

Getting There

The Marco Island Marriott Beach Resort is accessible from Southwest Florida International Airport (RSW) in Fort Myers. It is approximately 48 miles (1 hour drive time) away from the hotel with an estimated taxi fare of \$90 each way.

United Airlines

United Airlines is pleased to offer discounts of 2-10 percent off published fares. Save an additional 3 percent by booking your own reservations at www.united.com. Choose your flight times and access your meeting discount by inserting ZTCX305023 in the Offer Code box, or call your travel professional or United Meetings at 800-426-1122 for reservations. Refer to Z Code ZTCX and Agreement Code: 305023

Avis Car Rental

Avis Car Rental is proud to offer a special group discount to NAPA meeting attendees. To make rental car reservations, please contact Avis at 800-331-1600 and provide the Avis Worldwide Discount (AWD) number D495833. This discount is valid seven days prior to the event and seven days after

the event. Although Avis Car Rental is our preferred rental car carrier, attendees are encouraged to check rates and availability of other car rental agencies.

Parking

Self-parking is available for \$12.00 per day at the hotel. Valet parking is available for \$22.00 per day.

Recommended Attire

Business casual attire is strongly encouraged. Please dress comfortably to create the best learning environment. The January average daily high in Marco Island is 76°F. Temperatures at night average around 54°F. Some events will take place outside, so please plan accordingly.

Registration

Registration is open to all NAPA members and potential members. The conference fee includes all educational programs, meals and refreshment breaks, the Sunday opening reception, the Tuesday dinner event, and the Wednesday breakfast. Spouse/guest registration also includes the Tuesday Ladies Hospitality Luncheon.

Register online at www.AsphaltPavement.org/AnnualMeeting.

Cancellation Policy

The registration fee, less 30 percent handling charges, will be refunded if cancellation is received in writing to NAPA on or before Dec. 30, 2014. After that date, no refunds for registrations or optional events will be granted. Substitutions are allowed at any time. Individuals are not considered registered until payment is received. If you have correctly registered, you will receive a confirmation email from NAPA.

Registration Rates

	BEFORE DEC. 12	AFTER DEC. 12
NAPA Member	\$1,375	\$1,525
Spouse/Guest	\$475	\$520
Children 5-12	\$150	\$200
Potential Members	\$1,605	\$1,935
Spouse/Guest	\$775	\$930
Children 5-12	\$150	\$200
Young Leaders Golf Tournament: \$260		

Registration fee includes a \$40 tax-deductible contribution to the NAPA Research and Education Foundation to support education programs at the National Center for Asphalt Technology (NCAT). To opt-out of this contribution, contact the NAPA office at 888-468-6499.

Mobile App

Experience the conference to its fullest with the NAPA Events mobile app. The app is available in the iTunes and Google Play app stores. Annual Meeting registrants will receive an email when content for the 2015 meeting has been uploaded to the NAPA Events mobile app.

Show Your Support Through Sponsorships

To learn more about our new sponsorship levels and opportunities, download a copy of the sponsorship prospectus at www.AsphaltPavement.org/AnnualMeeting. To reserve your sponsorship or discuss customized packages, contact Lori Wolking, Vice President of Meetings, at LWolking@AsphaltPavement.org or by phone at 888-468-6499.

NEW LEVELS AND OPPORTUNITIES!



JANUARY 25-28, 2015
MARCO ISLAND MARRIOTT
MARCO ISLAND, FLA.

60TH ANNUAL MEETING

DRIVING PERFORMANCE



Join your colleagues in Marco Island, Fla., NAPA this January to help NAPA celebrate its 60th anniversary! We're proud to have contributed to your "Driving Performance" for the past 60 years, and plan to continue for the next 60 years and beyond.



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