

PRELIMINARY PROGRAM AND REGISTRATION



2015 NAPA MIDYEAR MEETING

JULY 13—15

SHERATON DOWNTOWN DENVER

DENVER • CO

PEAK PERFORMANCE:

Moving Mountains — Making Decisions and
Shaping Direction for the Asphalt Industry

www.AsphaltPavement.org/Midyear



Preliminary Program Sponsored by:





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Asphalt Industry

NAPA is planning two days of informative general sessions and networking events designed to move mountains and achieve Peak Performance. You need to be in Denver to get a first-hand understanding of the coordinated legislative, engineering, and communication efforts that are so important to our industry. Also, by participating in committee meetings during the Midyear Meeting, you will help make the decisions that shape the direction of the asphalt industry.

Twitter Hashtag: #NAPAMYM

WELCOME



Dear NAPA Member:

I want to personally invite you to attend NAPA's 2015 Midyear Meeting, July 13–15, 2015, at the Sheraton Denver Downtown in Denver, Colo. The Midyear Meeting is the perfect time to check in on how the year is shaping up for the industry and to see how our efforts to strengthen the industry are

progressing. The meeting includes two days of informative general sessions, productive committee meetings, and fun-filled networking designed to move mountains and achieve **Peak Performance**.

The first general session features a presentation by Clyde Fessler, a retired vice president of business development for Harley-Davidson Motor Co. He will explain the strategies used to guide Harley-Davidson from the verge of bankruptcy to one of the top performing corporations on the New York Stock Exchange and one of the most recognized brands in the world. The lessons he will discuss have a bearing on the industry's ongoing Go-To-Market effort, as well as for each of our company's own marketing programs. In the second general session, you will hear from members of NAPA's Pavement Performance Task Group, who will discuss pavement performance and the true durability of asphalt pavements.

On Sunday afternoon, don't forget to join your friends and peers for a taste of America's favorite pastime as Major League Baseball's Colorado Rockies take on the Atlanta Braves at the Young Leaders Optional Event. You also won't want to miss our tour of Brannan Sand and Gravel's Lipan asphalt production facilities on Tuesday afternoon.

The Midyear Meeting also gives you a chance to experience Denver, the Mile High City. I urge you to make your travel plans now and to take advantage of the June 12 early registration deadline. For more information about the Midyear Meeting, visit www.AsphaltPavement.org/Midyear.

Regards,

Michael Cote

Chairman, NAPA

Executive Vice President & Chief Development Officer

The Lane Construction Corp.

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Materials

WEEK AT A GLANCE

WHO ATTENDS

The NAPA Midyear Meeting is designed to benefit all senior and middle management personnel from asphalt pavement companies. Consultants, agency officials, and academics will also benefit. You do not need to be a NAPA member in order to attend.

Early-Bird discounted rates end June 12. Visit www.AsphaltPavement.org/Midyear to register online.

SUNDAY, JULY 12

10:00 a.m. – 3:00 p.m.

Information Desk Open — Baseball Game Ticket Distribution

2:10 p.m. – 6:00 p.m.

Young Leaders Optional Event: Colorado Rockies vs. Atlanta Braves Baseball Game

7:30 p.m. – 10:00 p.m.

Executive Committee Dinner (by invitation)

MONDAY, JULY 13

7:00 a.m. – 5:00 p.m.

Information and Registration Desk Open

7:30 a.m. – 11:30 a.m.

Executive Committee Meeting and Breakfast

8:00 a.m. – 9:30 a.m.

Committee for Asphalt Research and Technology (CART)

8:30 a.m. – 9:30 a.m.

Ladies Hospitality Committee Meeting

8:30 a.m. – 9:30 a.m.

Associate Member Council

9:45 a.m. – 10:45 a.m.

Young Leaders Committee Meeting

9:45 a.m. – 11:45 a.m.

Sustainability Committee Meeting

12:00 noon – 2:00 p.m.

Awards Luncheon and General Session: Rebuilding the Brand: How Harley-Davidson Became King of the Road

2:00 p.m. – 2:30 p.m.

Coffee Break

2:30 p.m. – 3:30 p.m.

Communications Committee Meeting

2:30 p.m. – 3:30 p.m.

PAC/Legislative Committee Meeting

2:30 p.m. – 5:30 p.m.

Engineering Advisory Council Meeting

3:15 p.m. – 3:45 p.m.

Nominating Committee Meeting

3:45 p.m. – 4:45 p.m.

Membership Steering Committee Meeting

6:00 p.m. – 7:00 p.m.

Networking Reception and Book Signing with Clyde Fessler

TUESDAY, JULY 14

7:00 a.m. – 12:00 noon

Information and Registration Desk Open

8:00 a.m. – 10:00 a.m.

Breakfast and General Session: Pavement Performance — True Durability With Asphalt

10:00 a.m. – 10:30 a.m.

Coffee Break

10:30 a.m. – 11:30 a.m.

Health and Safety Committee Meeting

11:45 a.m. – 12:45 p.m.

Environmental Committee Meeting

1:00 p.m. – 3:00 p.m.

Brannan Sand and Gravel Lipan Asphalt Facility Tour (limited capacity)

WEDNESDAY, JULY 15

7:30 a.m. – 8:00 a.m.

Board of Directors Breakfast

8:00 a.m. – 11:00 a.m.

Board of Directors Meeting



GENERAL SESSIONS AND AWARDS PROGRAM

This year's meeting theme is **Peak Performance: Moving Mountains – Making Decisions and Shaping Direction for the Asphalt Industry**. Both of the general sessions will feature dynamic speakers and content to help you achieve "Peak Performance."

OPENING GENERAL SESSION, LUNCHEON AND AWARDS PROGRAM

Sponsored by:



Rebuilding the Brand: How Harley-Davidson Became King of the Road

Monday, July 13
12:00 noon - 2:00 p.m.

Speaker: *Clyde Fessler, VP Business Development (Retired), Harley-Davidson Motor Company*



The Harley-Davidson marketing story is a fascinating look at how a company on the verge of bankruptcy became one of the top-performing corporations on the New York Stock Exchange and one of the most recognized brands in the world. Clyde Fessler, who retired from Harley-Davidson in 2002, was the man behind

that marketing strategy. He spent almost 25 years creating and leading the plan that built the Harley-Davidson brand, a brand that was inducted into the Marketing Hall of Fame several years ago. By examining the core principles of brand identity, development, and extension, Fessler will show you how these ideas and others helped re-establish Harley-Davidson as one of the most enduring and identifiable brands in the world.

NAPA Operational Excellence Awards Program

Following Clyde Fessler's presentation, asphalt industry leaders will be recognized for their excellence in safety, ecological awareness, community involvement, and marketing during the NAPA Operational Excellence Awards program.

Join industry leaders for a presentation ceremony honoring excellence in operations.

GENERAL SESSION AND BREAKFAST

Sponsored by:



Pavement Performance: True Durability With Asphalt

Tuesday, July 14
8:00 a.m. – 10:00 a.m.

Speakers: *Members of the Pavement Performance Task Group*

The industry-wide Go-To-Market effort is well underway to promote the superiority and benefits of asphalt pavements. It is imperative that our product, asphalt mixtures and pavements, continues to perform well. In the current environment of limited highway funding, deferred maintenance, and low bids, it is critical that quality is maintained, and that the industry continues to innovate and extend the life of our product. NAPA established a joint, called the Pavement Performance Task Group, from among NAPA's Executive Committee, Engineering Advisory Council and NCAT to advance asphalt pavement performance and increase asphalt pavement life. Come learn about this task group's recommendations and hear from industry leaders on how the industry can best ensure the longevity of asphalt pavements and remain competitive.

COMMITTEE MEETINGS

NAPA's many special and standing committees examine topics and shape responses to issues that are pertinent to the asphalt pavement industry. Below are the committees that will meet during the Midyear Meeting. As a NAPA member, it is important for you to participate so that YOU can help make the decisions that shape the direction of the asphalt industry.



Associate Member Council

Represents the interests of the associate members, including equipment manufacturers and laydown contractors.

Committee for Asphalt Research and Technology (CART)

Formulates a program for the development and implementation of research and technology activities for the industry.

Communications Committee

Responsible for the development of the association's communications plan and all communication avenues.

Engineering Advisory Council (EAC)

Identifies, evaluates, and prioritizes key engineering issues impacting the industry.

Environmental Committee

Identifies and prioritizes key environmental regulatory issues impacting the industry.

Health and Safety Committee

Identifies and prioritizes key health and safety regulatory issues impacting the industry.

Membership Steering Committee

Responsible for the development, implementation, direction, and monitoring of new member recruitment programs and member retention programs for the association.

PAC/Legislative Committee

Oversees the broad activities of the NAPA Political Action Committee. Identifies and prioritizes key industry legislative issues pending before Congress.

Sustainability Committee

Identifies, evaluates, and prioritizes key sustainability issues affecting the industry.

Young Leaders Committee

Develops future industry leaders by encouraging relationships through networking and professional development events.

NETWORKING OPPORTUNITIES

The NAPA Midyear Meeting is an excellent opportunity for networking with industry 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 Midyear Meeting include:

YOUNG LEADERS OPTIONAL EVENT

SEPARATE FEE

Colorado Rockies vs. Atlanta Braves Baseball Game



Come join your friends and peers, cheer on your favorite team, or just take advantage of great ballpark food and drinks!

Price: \$170 per ticket

(includes food and alcoholic/non-alcoholic drinks)

When: Sunday, July 12

Time: 2:10 p.m.

Location: Coors Field

Seating: Seats will be located in the luxury Super Suites located along the first baseline where you will enjoy a great view of the action against the backdrop of the Rocky Mountains. There are no assigned seats, allowing you to easily sit with friends and colleagues.

Ticket pick-up: Tickets will be available for pick up at the NAPA information desk on Sunday from 10:00 a.m. – 3:00 p.m.

NETWORKING RECEPTION

(INCLUDED IN REGISTRATION FEE)

Sponsored by:



Monday, July 13

6:00 p.m. – 7:00 p.m.

Catch up with friends and industry peers while enjoying hors d'oeuvres and cocktails. You will have a chance to purchase Clyde Fessler's book "Rebuilding the Brand: How Harley-Davidson Became King of the Road" and get it personally signed.

BRANNAN SAND AND GRAVEL LIPAN ASPHALT PLANT TOUR (OPTIONAL EVENT)

COMPLIMENTARY, SEPARATE SIGN-UP
(BOXED LUNCHES INCLUDED)



Tour Brannan Sand and Gravel Co.'s Lipan asphalt production facility. The new facility, which opened in 2013, has earned the NAPA Diamond Achievement and Diamond Achievement Sustainable commendations, demonstrating its commitment to best practices. Plus, the Lipan facility incorporates several special features that improve scope, scale, and efficiency. Reserve your space today; the complimentary tour is limited to 55 attendees, with transportation and a boxed lunch provided.

Transportation and boxed lunches sponsored by:



Price: No Cost – Sign Up is Required – Limited Capacity

When: Tuesday, July 14

Time: 1:00 p.m. – 3:00 p.m.

Buses will depart from the hotel lobby at 1:00 p.m.

GENERAL INFORMATION



HOTEL INFORMATION

Sheraton Denver Downtown Hotel

1550 Court Place

Denver, CO 80202

Book [online](#) or call 303-893-3333 and mention the NAPA Midyear Meeting to receive the group rates. Group rates are available until June 19, or until the room block is full. Spaces fill up quickly, so reserve your room early.

ROOM RATES

\$229 Single/Double (complimentary in-room Internet is included)

Check-In Time: 3:00 p.m.; Check-Out Time: 12:00 noon

DEPOSIT AND CANCELLATION POLICY

All reservations require a one-night deposit by major credit card. Deposits will be fully refunded if reservations are cancelled at least 24 hours prior to arrival.

LOCAL DENVER INFORMATION

Airport

Denver International Airport (DIA) is conveniently located less than 35 minutes from downtown Denver by car, shuttle bus, public transportation, or taxi.

Ground Transportation

SuperShuttle: Phone: 800-525-3177 or 303-370-1300. Approximate cost for shuttle service from Denver International Airport (DIA) to downtown Denver is \$22 one-way, \$44 round trip.

Taxi service from Denver International Airport to downtown Denver is a flat-rate of \$55.15 one-way, inclusive of airport access fees.

Uber and Lyft ridesharing services are both active in Denver.

Parking Rates

Daily self-parking for \$29.00 is available at the hotel. Overnight valet parking is available for \$39.00 per day.

RECOMMENDED ATTIRE

Business casual attire is strongly encouraged. Please dress comfortably to create the best learning environment.

The July average daily high in Denver is 88°F. Temperatures at night average around 58°F.

MOBILE APP

Install the NAPA Events mobile app to access information about the NAPA Midyear from the convenience of your mobile device. Access the schedule, speakers, sponsors, hotel floor plans, and more. Visit the Google Play or Apple app store and search for "NAPA Events" to install the app. Once you install the app, meeting information will update automatically as the meeting approaches.

REGISTRATION

Registration is open to all NAPA members and potential members. The conference fee includes the general sessions, awards program, committee meetings, meals, refreshment breaks, and the networking reception on Monday night.

Register online at www.AsphaltPavement.org/Midyear.

Registration Rates

Before June 12	After June 12
NAPA Member: \$325	NAPA Member: \$375
Spouse/Guest: \$175	Spouse/Guest: \$190
Children 5-12: \$50	Children 5-12: \$75
Potential Members: \$400	Potential Members: \$450

Optional Events

Young Leaders Optional Event – Baseball Game: \$170

Lipan Asphalt Plant Tour – Complimentary (sign-up is required – space is limited)

CANCELLATION POLICY

The registration fee, less 30% handling charges, will be refunded if cancellation is received in writing to NAPA on or before June 19. 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 headquarters.

SHOW YOUR SUPPORT THROUGH SPONSORSHIPS

Sponsors of the NAPA Midyear Meeting have an open door to a select audience of industry leaders in the asphalt industry. Sponsorship of the Midyear Meeting puts your company's name foremost in the eyes of your target market. It brings industry positioning, brand awareness, and positive exposure to key decision makers. The sooner you sign up as a sponsor, the more coverage you will receive throughout the coming months. To learn more about our new sponsorship levels and opportunities, download a copy of the sponsorship prospectus at www.AsphaltPavement.org/Midyear.

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.

THANK YOU TO OUR CURRENT SPONSORS

