

PRELIMINARY PROGRAM AND REGISTRATION

# Driving Competitive Advantages

GROWTH • PRODUCTIVITY • SUCCESS



**2016 NAPA ANNUAL MEETING**

**February 7-10, 2016**

La Quinta Resort & Club • La Quinta, California



[www.AsphaltPavement.org/AnnualMeeting](http://www.AsphaltPavement.org/AnnualMeeting) • #NAPAAM

# GROWTH PRODUCTIVITY SUCCESS

In an industry developing new technologies to meet pavement challenges and achieve new strategies to stay ahead of the competition, your company can *drive competitive advantages* and **increase its growth, maximize its productivity, and achieve even greater success.**

The NAPA 2016 Annual Meeting is your **roadmap** to the latest engineering research results, enterprising business strategies, and industry knowledge you, your employees, and your company need to reach its goals. General Sessions and workshops will set you on course to *provide superior quality pavements, to meet new customer demands, and to gain valuable business insights.* Combined with invaluable industry networking, NAPA's Annual Meeting is where the industry gathers to set its future.

## 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; **legislative advocates** for the asphalt pavement industry; and **marketers** who create communications and sales materials.

## GENERAL SESSIONS

The theme for this year's meeting is *Driving Competitive Advantages: Growth. Productivity. Success.* The Annual Meeting's general sessions reflect this theme, providing inspirational and educational subjects to help drive achievement and chart your company's future path.

### General Session I

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### Passing of the Gavel & Keynote

KEYNOTE SPEECH

### Never Quit: The Story of a Life Built on Successful Missions

SPEAKER



**Robert O'Neill,**  
Team Leader, Naval  
Special Warfare  
Development Group

Rob O'Neill has served America as a SEAL, team leader, and senior chief petty officer at the Naval Special Development

Group in some of the most challenging, storied, clandestine military roles of our time. Through his moving and emotional stories drawn from lessons learned during some of the country's most headline-stealing conflicts, O'Neill shows his audience how the "best of the military's best" approach strategic planning when mission failure is not an option. Join one of the legends of our nation's military as he shares his views on the ingredients to a successful mission: the right people, preparedness, decision making under pressure, and, above all, a commitment to never quit.

### General Session III

### The Construction Industry's Economic Outlook and America's Economic Future

SPEAKERS



**Anirban Basu,**  
Chairman & CEO of  
Sage Policy Group, Inc.



**Barry Asmus,** Senior  
Economist with the  
National Center for  
Policy Analysis

Economists Anirban Basu and Barry Asmus will examine and explain the data that dramatically affect the construction industry on domestic and global levels. Learn about key economic factors, trends and indicators, including an economic analysis of what we can expect in the future.

Look for  
two other exciting  
general sessions  
to be announced  
in the coming  
months!

### Show Your Support Through Sponsorships!

Sponsors of the NAPA Annual Meeting have an open door to a select audience of industry leaders in the asphalt industry. Sponsorship of the Annual 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 reserve your sponsorship or discuss customized packages, contact Lori Wolking, Vice President of Meetings, at [LWolking@AsphaltPavement.org](mailto:LWolking@AsphaltPavement.org) or by phone at 888-468-6499.

## EDUCATIONAL WORKSHOPS

With sessions for senior management, middle management and technical staff, educational workshops set a compass for your company to drive competitive advantages and maximize growth, productivity, and success. Sessions will focus on engineering, environmental, regulatory, and business management topics that give key personnel the information they need to achieve more for your company.



## 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:

### Young Leaders Reception and Dinner



Back by popular demand, once again, *Your Generation in Concert: 50 Amp Fuse* is back! Get your dance shoes on as the band members and go-go dancers transport you on a musical journey through the soundtrack of your life. This is a party not to be missed as we will spend the evening with special friends, great food, and a great show! This event is included for all registered attendees.

### NAPA Care Silent Auction

The Associate Member Council will host a silent auction during the NAPA 2016 Annual Meeting. You can support the NAPA Care Emergency Benevolent Fund by donating an item to the auction or by being an auction sponsor. For more information or to donate an item, please visit [www.AsphaltPavement.org/silentauction](http://www.AsphaltPavement.org/silentauction).

### Super Bowl 50 Party

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Join your peers from across the country on Sunday afternoon to kick off the 2016 NAPA Annual Meeting and watch the "Golden" Super Bowl LIVE on the big-screen TVs. Dubbed the Golden Super Bowl, the championship game will be located in the Golden State of California; held in the home stadium of the 49ers, a team named after the miners of the California Gold Rush; and it will be the 50th anniversary of this All-American football celebration. Come cheer your team on while enjoying drinks and great traditional Super Bowl party food.

### Awards Ceremony and Breakfast

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On Wednesday morning, 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.

OPTIONAL EVENT—  
SEPARATE REGISTRATION FEE

### Young Leaders Golf Tournament



The Young Leaders Annual Golf Tournament is taking place on Saturday, Feb. 6, and will be held on the La Quinta Resort Mountain Course. Famed for its unique Pete Dye design, playability and stunning visuals, this exciting course nestled at the base of the Santa Rosa Mountains features pot bunkers and rock formations, as well as incredible elevations of tee boxes and well-bunkered greens. Ascending to the top of the elevated tee box of the signature 16th enables you to fully appreciate the majesty of this course, named one of *Golf Magazine's* "Top 100 You Can Play."

## WEEK AT A GLANCE

### SATURDAY FEBRUARY 6, 2016

7:00 AM - 1:00 PM  
Young Leaders Golf Tournament,  
Breakfast & Lunch (Optional Event)

2:00 PM - 6:00 PM  
Committee Meetings

### SUNDAY FEBRUARY 7, 2016

7:00 AM - 8:00 AM  
Worship Service

8:30 AM - 3:00 PM  
Committee Meetings

3:00 PM - 7:00 PM  
Super Bowl 50 Party

### MONDAY FEBRUARY 8, 2016

7:00 AM - 7:45 AM  
NAPA Breakfast

8:00 AM - 9:30 AM  
General Session I:

Passing of the Gavel

Keynote: Never Quit: The Story of a  
Life Built on Successful Missions

9:45 AM - 11:00 AM  
General Session II

11:15 AM - 12:30 PM  
Concurrent Educational Workshops

### TUESDAY FEBRUARY 9, 2016

7:00 AM - 7:45 AM  
NAPA Breakfast

8:00 AM - 9:30 AM  
General Session III: The Construction  
Industry's Economic Outlook and  
America's Economic Future

9:45 AM - 11:00 AM  
General Session IV

11:30 AM - 4:00 PM  
Spouse/Guest Program

11:15 AM - 12:30 PM  
Concurrent Educational Workshops

5:00 PM - 11:00 PM  
Silent Auction, Reception,  
Dinner, and Entertainment

### WEDNESDAY FEBRUARY 10, 2016

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 INFORMATION



### Hotel Location and Accommodations

**La Quinta Resort & Club**  
49499 Eisenhower Dr.  
La Quinta, CA 92253  
Phone: 760-564-4111

To reserve a room, make reservations online at [www.AsphaltPavement.org/AnnualMeeting](http://www.AsphaltPavement.org/AnnualMeeting) or call the hotel at 760-564-4111 and mention the NAPA Annual Meeting to receive the discounted group rate of \$269. Group rates are available until Jan. 4, 2016, or until the room block is full. Spaces fill up quickly, so reserve your room early.

### Registration

Registration is open to all NAPA members and potential members. The conference fee includes all education programs, meals and refreshment breaks, the Sunday afternoon

Super Bowl Party, the Tuesday dinner event, and the Wednesday breakfast.

Register online at [www.AsphaltPavement.org/AnnualMeeting](http://www.AsphaltPavement.org/AnnualMeeting).

### Registration Rates

NAPA Member: \$1,375  
Spouse/Guest: \$475  
Children 5-12: \$150  
Potential Members: \$1,605  
Spouse/Guest: \$775  
Children 5-12: \$150  
Young Leaders Golf Tournament: \$260

Registration fee includes a \$40 tax-deductible contribution to the NAPA Research and Education Foundation (NAPAREF) 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.

**EARLY-BIRD  
DISCOUNTED  
RATES END  
DEC. 18, 2015**

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