Driving Competitive Advantages

Growth • Productivity • Success

2016 NAPA ANNUAL MEETING
February 7-10, 2016
La Quinta Resort & Club • La Quinta, California

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SUMMIT Materials
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; marketers who create communications and sales materials; and innovators, advocates, and agencies leading the way to create tomorrow’s asphalt industry.

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 and Keynote: The Story of a Life Built on Successful Missions  
9:30 AM - 9:45 AM  
Coffee Break  
9:45 AM - 11:00 AM  
General Session II: Game Plan for Success  
11:00 AM - 11:15 AM  
Coffee Break  
11:15 AM - 12:30 PM  
Concurrent Educational Workshops:  
► The Latest Innovations in Plant Technologies & Best Practices for RAP  
► Marketing Deployment — Positioning Asphalt for the Win  
► Ensuring Compliance with Priority EH&S Regulations  
11:30 AM - 2:30 PM  
Spouse/Guest Event Option 3: “A Natural High at the Palm Springs Aerial Tramway” and Lunch  
11:30 AM - 3:00 PM  
Spouse/Guest Event Option 4: “Lifestyles of the Rich & Famous” Celebrity Driving Tour and Lunch  
5:00 PM - 11:00 PM  
Young Leaders Silent Auction, Reception, Dinner, and Entertainment

**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  
9:30 AM - 9:45 AM  
Coffee Break  
9:45 AM - 11:00 AM  
General Session IV: NAPA’s Vision for Performance of Asphalt Pavements  
11:00 AM - 11:15 AM  
Coffee Break  
11:15 AM - 12:30 PM  
Concurrent Educational Workshops:  
► Engineered Mix Design  
► Don’t Think It Couldn’t Happen to You — Fraud May be Right in Front of You!  
► Taking to the Air—Drone Technology in Construction  
11:30 AM - 4:00 PM  
Spouse/Guest Event Option 3: “A Natural High at the Palm Springs Aerial Tramway” and Lunch  
11:30 AM - 3:00 PM  
Spouse/Guest Event Option 4: “Lifestyles of the Rich & Famous” Celebrity Driving Tour and Lunch  
5:00 PM - 11:00 PM  
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**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 Business Meeting
The theme for this year’s meeting is Driving Competitive Advantages: Growth. Productivity. Success. The Annual Meeting’s four 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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Oldcastle Materials

**Passing of the Gavel & Keynote**

**OUTGOING CHAIRMAN:**
Michael Cote,
Executive Vice President & Chief Development Officer,
The Lane Construction Corporation

**INCOMING CHAIRMAN:**
Kevin Kelly,
President & CEO,
Walsh & Kelly Inc.

**KEYNOTE SPEECH**

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

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

Robert 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 us how the “best of the military’s best” approach to 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 II**

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Walsh & Kelly

**Game Plan for Success**

**SPEAKER**
Lou Holtz,

Lou Holtz is called “the greatest motivator of our time,” “the best sports speaker ever,” “the best football coach in 50 years,” and “a modern-day Will Rogers.” One of the most celebrated and accomplished coaches in sports history, Holtz has made a career of inspiring his players and motivating them to be winners. Most notable for taking the struggling Notre Dame’s football program and building it into being a national powerhouse, Holtz is the only coach in NCAA history to lead six different programs to bowl games and the only coach to guide four different programs to the final top 20 rankings. Holtz’s humor and humility help us learn to assess our strengths, work as a team, and embrace the values that can help improve any organization.

**General Session III**

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QPR

**The Construction Industry’s Economic Outlook and America’s Economic Future**

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

Barry Asmus,
Senior Economist, National Center for Policy Analysis Economists

Anirban Basu and Barry Asmus have molded economic policy and provided advice to Fortune 500 companies, governments, and trade associations. Their energy and enthusiasm for economics and what it means for our future is infectious as they examine and explain data that dramatically affect the construction industry on domestic and global levels. Learn about key economic factors, trends, and indicators, including an analysis of what the construction industry, and specifically asphalt road building, can expect in the future.

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General Session IV
NAPA’s Vision for Performance of Asphalt Pavements

SPEAKERS

Kevin Kelly, President & CEO, Walsh & Kelly Inc., 2016 NAPA Chairman

Dr. Raymond (Buzz) Powell, P.E., Assistant Director/Test Track Manager, National Center for Asphalt Technology

Dr. Audrey Copeland, P.E., Vice President of Engineering, Research & Technology NAPA

The past 20 years have brought many advances in asphalt pavement technology, including stone-matrix asphalt for high-volume roadways, Superpave performance grading for binders and volumetric mix design, Perpetual Pavement designs, warm-mix asphalt, and the increased use of recycled materials in asphalt pavements. Now the industry is advancing from specifications based on a recipe or method to a system based on engineered/optimized solutions and performance. As we implement a national performance-based system, it is paramount that our industry take on an even more active role in engineering asphalt pavements. With this in mind, NAPA leadership created the Pavement Performance Task Group to develop recommendations that ensure the continued and future performance of asphalt pavements.

PROFESSIONAL DEVELOPMENT HOURS

Nationally recognized Professional Development Hours (PDHs) may be claimed for attending the NAPA Annual Meeting education workshops and applicable General Sessions. Each hour of participation earns one PDH, and attendees must maintain their own records of attendance. A maximum of 5.5 PDH hours can be earned at the Annual Meeting. NAPA will confirm an individual’s registration at the request of the licensing or certifying agency. Anyone seeking PDH credits should first check with their state licensing board to ensure that self-reported PDH credits will be accepted.
**EDUCATIONAL WORKSHOPS**

**Marketing Deployment—Positioning Asphalt for the Win**

While important to everyone in our industry, contractors and State Asphalt Pavement Associations (SAPAs) in battleground states should make it their business to be at this must-attend 75-minute session, which lays out the Asphalt Pavement Alliance’s deployment program aimed to unite contractors, SAPAs, and national players in a comprehensive promotion program for asphalt pavements. Attendees will learn the program goals, SAPA expectations, and how they can help amplify localized deployment program messages to transportation stakeholders.

**KEY TAKEAWAYS:**
- Understand the APA’s boots-on-the-ground strategy
- Learn the SAPA and contractor roles and responsibilities
- Provide input on the localized deployment efforts

**Ensuring Compliance with Priority EH&S Regulations**

In 2016, various U.S. agencies are slated to enforce a number of different regulations that impact both asphalt plants and paving contractors. Get valuable advice from industry experts on how to keep your operations compliant, featuring a high-level overview of five regulations ranging from trucking assets to paving crews, plant permitting, and hazard communications.

**KEY TAKEAWAYS:**
- Understand the federal trucking hours of service requirements and industry efforts to provide regulatory relief
- Recognize differences between external and internal work zone traffic control requirements
- Understand regulatory requirements associated with stormwater and process water discharge
- Identify how to comply with the new Confined Spaces in Construction Standard
- Review OSHA’s Hazard Communication Standard, including product labeling requirements

**Engineered Mix Design**

Long-term performance and cost are key to the competitiveness of asphalt pavements. In recent years, there have been reports of a few isolated pavements not performing well. The industry is now focusing on engineered mixtures, such as the addition of reclaimed materials, and polymer modification and additives, including warm-mix asphalt. This session takes a look at innovative mix design approaches, performance test results, and their relationship to long-term performance and cost implications.

**KEY TAKEAWAYS:**
- The latest information on engineered, innovative mix design methods and compaction practices for performance
- How NAPA contractors and state DOTs are modifying mix design methods for improved durability and pavement performance
- How performance testing is becoming a reality for mix design and acceptance

**Don’t Think It Couldn’t Happen to You—Fraud May be Right in Front of You!**

Despite ever-increasing attention to internal controls, enhanced reporting requirements, ethical behavior, and fraud avoidance, these issues still persist for construction companies of all sizes. Unfortunately, trusted insiders, either acting alone or in collusion with others, combined with the very nature of construction projects, tend to make fraud difficult to detect and even harder to handle. Learn how construction companies and their CPA partners learn from the travails of others and avoid costly challenges associated with ethical lapses and fraud. This session raises awareness and provides practical tools for prevention and detection.

**KEY TAKEAWAYS:**
- Understand how fraud occurs and what economic impact it has on the construction industry
- Learn how to reduce fraud risk regardless of the size of your company
- Explore proven methodologies for setting up and enforcing controls to minimize the likelihood of fraudulent behavior
- Define ethics in the construction industry: an interactive audience discussion on how to define ethical dilemmas within the construction industry

**Taking to the Air—Drone Technology in Construction**

Unmanned Aircraft Systems (UAS), more commonly known as drones, are increasingly being used in the construction industry for inspections, surveying, project scoping and tracking, marketing, and more. However, their widespread use and acceptance has resulted in concerns about safety and privacy. The FAA first issued proposed rules in February 2015 for the use of drones, and states are also considering other restrictions. This session will look at how contractors are using drones in their operations, how regulations may affect their use, and their future in the industry.

**KEY TAKEAWAYS:**
- Understand the current uses and potential applications to the asphalt industry
- Discover the legal issues and the role of the FAA
- Gain an understanding of how drones will change the way business will be conducted in the not too distant future
- Develop your understanding of this technology and the many ways it is being used to solve problems
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**

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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 their lives. 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 fundraiser during the Annual Meeting to benefit the NAPA Care Emergency Benevolent Fund, a fund administered by NAPAREF, a 501(c)(3) organization. The NAPA Care Emergency Benevolent Fund provides immediate financial assistance to NAPA member employee families who have suffered a fatality in an asphalt work zone or plant site. Donated auction items include gift cards, vacation trips, tickets to sporting and special events, gift certificates, jewelry and much more! Go to www.asphaltpavement.org/silentauction to view a list of all the items that are up for auction and the terms of the silent auction. The items will be put out to bid Sunday through Tuesday night of the Annual Meeting. Winning bidders must be available on Tuesday evening to pick up their items and check-out. NAPA is very grateful for the generous support of our auction donors and sponsors.

**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.

**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 Super Bowl 50 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 great Super Bowl party food and drinks.

**Young Leaders Golf Tournament**

The Young Leaders Annual Golf Tournament 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 hole enables you to fully appreciate the majesty of this course, named one of *Golf Magazine’s Top 100 You Can Play.*
To ensure we have something for everyone, the spouse/guest program has been revamped to provide more exciting events and outings for attendees.

As a registered spouse or guest of the 2016 Annual Meeting, you are invited to participate in ONE of our FOUR planned special events at no charge—it is included in your registration fee. Signs-ups are on a first come, first served basis and an email to sign up will be sent to you after your spouse/guest registration has been received.

Note: This invitation is ONLY for registered spouses/guests and is not transferable. Due to limited capacities, attendees are not able to purchase tickets to the events.

**Event Options**

**OPTION 1**

“The Artist In You!” Canvas and Cocktails

**MONDAY, FEBRUARY 8**

11:30 AM - 2:30 PM

Location: La Quinta Resort & Club

Regardless of your level of ability with a brush, you will be amazed and gratified by your artistic accomplishment. You will learn and apply the creative system to your life by eliminating the “reactive” response and embracing the “creative” response to many aspects of your life through color and design with a paint brush. Includes private group instructor, white canvas, easel, all paints and brushes. **Includes wine, sodas, water, and snacks.**

**OPTION 2**

“Discover the Desert” Jeep Tour—San Andreas Fault

**MONDAY, FEBRUARY 8**

1:00 PM - 4:00 PM

Location: Jeeps Pick Up at the La Quinta Resort & Club

Experience the real desert and explore the San Andreas Fault’s unique geologic features, often referred to as the most tortured landscape on earth. The jeeps will pass through some of the richest agricultural areas in the world. Learn how their rich soil traveled hundreds of miles to get there, which allows the Coachella Valley to grow unique crops, including grapes that never make wine, world renowned dates, famous white grapefruit and the sweetest corn in the west. **Includes refreshments and snacks.**

**OPTION 3**

A Natural High at The Palm Springs Aerial Tramway and Lunch

**TUESDAY, FEBRUARY 9**

11:30 AM - 4:00 PM

Location: Bus Picks Up at the La Quinta Resort & Club

The Palm Springs Aerial Tram on Mt. Jacinto is a true adventure. The rotating cable cars are the most advanced in the world, and they guide passengers 2.5 miles up the mountainside to a height of 8,516 feet. Once at the top of the Aerial Tramway, the Mount San Jacinto State Park and Wilderness offers 54 miles of hiking trails. For the less active guests, there is a continuous-reel movie about the building of the tram, gift shop, and a lounge to enjoy refreshments, as well as several viewing terraces located at the Mountain Station. **Includes lunch at LuLu’s California Bistro.**

**OPTION 4**

“Lifestyles of the Rich & Famous” Celebrity Driving Tour and Lunch

**TUESDAY, FEBRUARY 9**

11:30 AM - 3:30 PM

Location: Bus Picks Up at the La Quinta Resort & Club

Palm Springs boasts the luxurious homes of such old time favorites as Bob Hope, Marilyn Monroe, Sonny Bono, Frank Sinatra, Cary Grant, and Liberace. Today, Palm Springs remains a haven for such well-known Hollywood personalities such as Goldie Hawn & Kurt Russell, Mary Hart, and Jerry Weintraub. The afternoon begins with a driving tour through the celebrity homes of Palm Springs. The tour includes trips by Frank Sinatra’s famed Twin Palms property, Liberace’s Palm Springs mansion, a trip down the Palm Springs Walk of Stars, homes in the famed Palm Springs Movie Colony, Ruth Hardy Park, Cary Grant’s Palm Springs estate, and much more. **Includes lunch at La Vallauris Restaurant.**

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REGISTRATION AND HOUSING

Hotel Location and Accommodations
La Quinta Resort & Club
49499 Eisenhower Drive
La Quinta, CA 92253
Phone: 760-564-4111

To reserve a room, make reservations online at 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 January 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 sessions, meals and refreshment breaks, the Sunday afternoon Super Bowl Party, the Tuesday dinner event, and the Wednesday Awards Breakfast.

Register online at: www.AsphaltPavement.org/AnnualMeeting.

Early Bird Registration Rates
BEFORE DEC. 18, 2015

- NAPA Member: $1,375
- Spouse/Guest: $525
- Children 5-12: $150
- Potential Members: $1,605
- Potential Spouse/Guest: $825
- 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.

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 or by phone at 888-468-6499.

Thank You to Our Current Sponsors