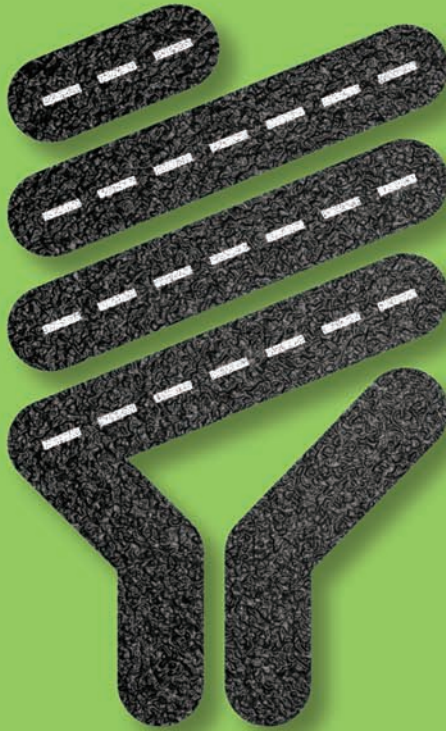


The Brightest  
**Ideas**  
for a Sustainable  
**Future**



**Asphalt Sustainability Conference**

November 4–5, 2014 • Omni Royal Orleans, New Orleans, La.

For more information go to [www.AsphaltPavement.org](http://www.AsphaltPavement.org) or call (888) 468-6499

November 4–5, 2014 • Omni Royal Orleans, New Orleans, La.



# The Brightest Ideas for a Sustainable Future

## Asphalt Sustainability Conference

**U**nderstanding and embracing the sustainability of asphalt pavements are critical to the future of the industry. Implementing sustainable practices meets today's demands from the public and transportation authorities, while also providing operational and economic benefits to your company or agency. Join the National Asphalt Pavement Association, with sponsorship from the Federal Highway Administration and others, for the **2014 Asphalt Sustainability Conference, Nov. 4–5, in New Orleans, La.** Sustainability is more than improving the environmental profile of a company or product. Truly sustainable practices have environmental, social, and economic benefits. Come learn about what sustainability means and why it is important to the future of your business, learn how sustainability is measured, and learn about the sustainable attributes of asphalt. The conference will provide valuable learning and networking opportunities for contractors, construction managers, environmental managers, engineers, designers, specifiers, and decision makers in the road construction industry.



## Who Should Attend?

Contractors, construction managers, environmental managers, engineers, designers, decision makers, researchers, academics, and public works officials are all encouraged to attend.

This program is designed for contractors and their partners looking for ways to compete in the emerging “Green Construction Market” by understanding the sustainable attributes of asphalt pavements and how to effectively communicate them to various stakeholders.

In addition, environmental agency personnel, public works officials, engineers, designers, and those involved in green construction will learn about pavement strategies and metrics that can be used to improve the sustainability of pavement infrastructure projects.

## Roundtable Format

To encourage networking, audience participation and open discussions, the conference is organized in a roundtable format. Each session will begin with a group of industry

speakers addressing common issues built on three over-arching themes: **What is Sustainability and Why?; Sustainability in Practice in the Asphalt Industry; and Asphalt Industry’s Sustainability Initiatives.** After the presentations, time is allotted for roundtable discussion where experiences can be shared and questions developed. After these roundtables, there will be an open forum and panel where the speakers and fellow attendees will answer each groups’ questions.



## Professional Development Hours

Conference attendees can earn up to 10.5 professional development hours (PDHs) for attending the Asphalt Sustainability Conference. Please be aware that each state has its own rules and regulations, so check with your training department or local licensing board for applicability. Participants will receive a certificate at the conclusion of the conference for PDHs earned.

# Sponsorship Opportunities

Are you looking for a way to showcase your products and services to the asphalt industry? Put your company name and logo on a sponsorship item or event at the conference, and show your support for NAPA and the industry! Sponsors will be recognized for their generous efforts before the conference on the NAPA website, in promotional materials, during the conference on posted signs and from the podium. Select from the following options below and contact Nancy Lawler, *Vice President, Special Events & Education* as listed below.



- Lanyards .....\$1,000
- Pens .....\$500
- Breakfast .....\$2,000
- Lunch .....\$3,000
- Coffee Breaks ....\$1,000 *each day*
- Reception .....\$5,000
- Mobile App .....\$3,000

For more information or to become a sponsor, contact Nancy Lawler at [nlawler@asphaltpavement.org](mailto:nlawler@asphaltpavement.org) or toll-free at (888) 468-6499.

# Meeting Registration

Registration is open to NAPA members, potential members, and agency officials, and anyone in the asphalt industry interested in sustainability. The registration fee will include a business session breakfast, lunch, and networking reception on Tuesday, Nov. 4, breakfast on Wednesday, Nov. 5, and coffee and soda breaks on both days.

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

## REGISTRATION RATES

*Prior to October 3, 2014*

*After October 3, 2014*

Delegate: \$300

Delegate: \$350

Spouse/Guest: \$175

Spouse/Guest: \$190

Students: \$75

### Cancellation Policy

The registration fee, less 30 percent handling charges, will be refunded if cancellation is received in writing at NAPA on or before Oct. 24, 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.



### Tabletop Exhibits

Looking to showcase your products or services within the asphalt industry? Be an exhibitor at the Asphalt Sustainability Conference, and you will have the opportunity to interact with many new potential clients. Exhibitor fee is \$350, in addition to the conference registration fee. All exhibiting personnel are expected to register.

Tabletop Exhibit includes:

- One 6' skirted table
- Company logo displayed on the NAPA website with a link to your company's website

# Schedule at a Glance

**Tuesday, November 4**

**a.m.**

## *What is Sustainability and Why?*

Learn from agencies, contractors, and decision makers about sustainability in the context of pavement infrastructure projects and the social, environmental, and economic benefits of applying sustainable practices for your business.

- 6:30 am – 5:30 pm.....**Registration**
- 7:00 – 8:00 am .....**Attendee Breakfast**
- 8:00 – 8:55 am .....**Keynote Session with Q&A**  
**“Construction Climate Challenge”**  
Udo Heukrodt, *Global Director Key Account Management for the Road Construction Segment*  
Volvo Construction Equipment
- 9:00 – 9:30 am .....**Sustainable Pavements and Technologies**  
Kurt Smith, *Applied Pavement Technology, Inc.*
- 9:30 – 10:00 am .....**Specifying Sustainability**  
To Be Determined
- 10:00 – 10:15 am .....**Break**
- 10:15 – 10:45 am .....**Building Business Through Green Construction**  
Dr. Adam Hand, *Granite Construction Inc.*
- 10:45 – 11:45 am .....**Roundtable Discussion/Q&A**
- 11:45 am – 1:00 pm.....**Attendees’ Lunch**

**p.m.**

## *Sustainability in Practice in the Asphalt Industry*

Learn about existing technologies that improve the sustainability of asphalt pavements, and how you can use them to both save money and minimize environmental impacts.

- 1:00 – 1:30 pm.....**Plant Operating Innovations for Sustainability**  
Ron Sines, *Oldcastle Materials, Inc.*
- 1:30 – 2:00 pm.....**Maximizing the Benefits of Recycled Materials**  
Dr. James (Jay) Winford, Jr.  
*Prairie Contractors, Inc.*
- 2:00 – 2:30 pm.....**Porous Asphalt as a Sustainable Practice**  
Dr. Rob Roseen, *Geosyntec Consultants*
- 2:30 – 2:45 pm.....**Break**

- 2:45 – 3:15 pm.....**Adding Life to Existing Pavements**  
Dr. Kevin Hall, *University of Arkansas*
- 3:15 – 3:45 pm.....**Rubber Soul: Using Old Tires to Make Better Asphalt Roads**  
Barry Nunez, *Diamond B Construction Co.*
- 3:45 – 5:00 pm.....**Roundtable Discussion/Q&A**
- 5:30 – 7:00 pm.....**Attendee Networking Reception**

## Wednesday, November 5

### *Asphalt Industry's Sustainability Initiatives*

**a.m.**

Gain insight into the future of sustainable design from researchers and academics by understanding how the principles of sustainability are being incorporated into curricula and research efforts.

- 6:30 am – 12:30 pm.....**Registration**
- 7:00 – 8:00 am.....**Attendee Breakfast**
- 8:00 – 8:45 am.....**Sustainability and the Next Generation**  
Panel: Dr. Richard Willis, *National Center for Asphalt Technology*  
Dr. Kamil Kaloush, *Arizona State University*  
Dr. Marwa Hassan, *Louisiana State University*  
(Invited)
- 8:45 – 9:15 am.....**Where the Rubber Hits the Road: Pavement Vehicle Interaction**  
Dr. Richard Willis, *National Center for Asphalt Technology*
- 9:15 – 9:45 am.....**Pavement Smoothness Over Time: Lessons from LTPP Data**  
Dr. Amlan Mukherjee, *Michigan Technological University*
- 9:45 – 10:00 am.....**Break**
- 10:00 – 10:30 am.....**Understanding UHI: Pavement Reflectivity and the Built Environment**  
Dr. Kamil Kaloush, *Arizona State University*
- 10:30 – 11:00 am.....**Tracing Sustainability Back to the Source: Environmental Product Declarations**  
Dr. Heather Dylla, *National Asphalt Pavement Association*
- 11:00 am – 12:00 noon.....**Roundtable Discussion/Q&A**

For more information, contact Nancy Lawler, *Vice President, Special Events & Education* at 888-468-6499 or [nlawler@asphaltpavement.org](mailto:nlawler@asphaltpavement.org).

# Accommodations



**Omni Royal Orleans**  
621 St. Louis Street  
New Orleans, La. 70130  
(504) 529-5333 (*direct number*)  
(800) 578-0500

## Discounted Hotel Rate

Single/Double — \$199

Government — \$151 (*limited number; must show government I.D. at check-in*)

## Reservations

Make reservations online through the NAPA website, or by calling the hotel directly and mentioning “National Asphalt Pavement Association” to receive the group rate of \$199, or the government rate of \$151.

Group rates are available until Oct. 17, 2014, or until the room block is full. Those seeking government rate must call (504) 529-7010 to speak with the Reservations Coordinator.



## Parking Rates

Overnight valet parking: \$36

(*Plus tax; includes in-out privileges.*)

## Check-In/Check-Out Times

Check-in time is 4:00 pm

Check-out time is 12:00 noon

**RESERVE ONLINE:**

**[www.asphalt pavement.org/sustainability](http://www.asphalt pavement.org/sustainability)**