

The Brightest
Ideas from
Sustainability's
Frontier



Asphalt Sustainability Conference West

October 13-14, 2015 • Portland Marriott Downtown Waterfront • Portland, Ore.

www.AsphaltPavement.org/SustainabilityConference



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From alternative energy to water conservation to livable communities, the western U.S. has led the way in sustainability. As an early adopter of the goal to realize a sustainable future, Oregon is the natural place to hold NAPA's **Asphalt Sustainability Conference West**. The conference highlights new developments, technologies, and practices that ensure the sustainability of asphalt pavements.

Join the National Asphalt Pavement Association, with sponsorship from the Federal Highway Administration and others, for the 2015 Asphalt Sustainability Conference West on Oct. 13-14, in Portland, Ore. Endorsed by Greenroads, this conference is geared for organizations who wish to expand or break ground on their sustainability programs.

Organized across three half-day sessions, conference attendees will learn how new developments are redefining pavement sustainability, what innovative practices are gaining traction, and why measuring sustainability efforts is necessary for long-term success.

The conference provides invaluable learning and networking opportunities for contractors, DOT personnel, construction managers, environmental managers, engineers, designers, specifiers, and decision-makers in the road construction industry as they explore sustainability's new frontier.



KEYNOTE ADDRESS: Lynn Peterson
Secretary, Washington State Department of Transportation

Leader in transportation sustainability Lynn Peterson will deliver the keynote address to the conference. As a policy advisor to former Oregon Governor John Kitzhaber, Peterson spearheaded the Oregon State Department of Transportation sustainability program before her move to Washington state. Peterson will share her perspectives, experience, and vision for the future of sustainable transportation.

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 who are looking for ways to compete in the fast-growing "Green Construction Market" by understanding the sustainable attributes of asphalt pavements and how to effectively communicate these attributes to various stakeholders.

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

Greenroads Endorsed

Greenroads is the international non-profit organization that developed the Greenroads Rating System used to measure sustainability in transportation projects. The organization promotes sustainability education for transportation infrastructure and increases awareness by recognizing sustainable transportation projects.



Think, Pair, Share

To encourage networking, audience participation, and open discussions, the conference will be organized in a discussion format. Each session will begin with a group of industry speakers addressing common issues built on three overarching themes: **Building on Sustainability; Sustainability in Practice in the Asphalt Industry; and Measuring the Sustainability of Asphalt.** After the presentations, time will be allotted for roundtable discussion where experiences can be shared and questions developed. After these roundtables, there will be an open forum and panel discussions where speakers and attendees will answer each groups' questions.

Professional Development Hours

Attendees will be eligible to receive up to 12 professional development hours (PDHs). Please be aware that each state has its own rules and regulations; check with your training department or local licensing board for applicability. Participants will receive a certificate at the conclusion of the conference to document PDHs earned. Please come to the registration desk on-site to fill out the form to qualify.

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 sustainability. Sponsors will be recognized before the conference on the NAPA website, and in promotional materials, as well as during the conference on posted signs and from the podium. Select from the following options below and contact Nancy Lawler, Vice President of Special Events & Education, at 888-468-6499 or at nlawler@asphaltpavement.org.

Lanyards: \$1,000

Pens: \$500

Breakfast, Featuring Sustainable Menu Options: \$2,000

Lunch, Featuring Sustainable Menu Options: \$3,000

Coffee and Soda Break: \$1,000 each day – **SOLD**

Reception, Featuring Sustainable Menu Options: \$5,000

Hopworks Urban Brewery Tour and Lunch with Transportation: \$2,000

WiFi in Conference Room: \$1,000

Meeting Mobile App: \$3,000

Hotel Room Key: \$1,500



Meeting Registration

The registration fee includes one-and-a-half days of presentations, a Tuesday coffee break and reception, and a Wednesday breakfast and lunch. Registration is open to NAPA members, potential members, engineers, designers, decision-makers, researchers, academics, students, public works officials, and green design professionals.

REGISTER ONLINE:

www.AsphaltPavement.org/SustainabilityConference

REGISTRATION RATES

	Early-Bird Fees (Postmarked by Sept. 18)	Full Fees (After Sept. 18)	On-site Fees
NAPA Member	\$300	\$350	\$375
Public Agency	\$325	\$375	\$400
Non Member	\$325	\$375	\$400
Spouses/Guests (15 and Over)	\$175	\$175	\$175
Student	\$75	\$75	\$75
Tabletop Exhibit	\$350	\$350	\$350
Optional Brewery Tour and Lunch	\$60	\$65	N/A

Tabletop Exhibits

Vendors with a focus on sustainable products, services, and technologies are encouraged to book a tabletop exhibit at the upcoming NAPA Asphalt Sustainability Conference West. Tabletop exhibits are available for \$350 and provide the opportunity for one-on-one interaction with potential clients. Tabletop exhibitors must also register for the event. To reserve space during the registration process, click the box in the "Tabletop Exhibit" column to the right of

the delegate's name on the registration screen. Contact Nancy Lawler, Vice President of Special Events & Education, at nlawler@asphaltpavement.org or 888-468-6499 for more information.

Exhibit fee includes:

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



Embracing sustainable asphalt pavements provides pavement owners, the travelling public, and communities with economic, environmental, and social rewards, and it creates a competitive edge for asphalt mix producers.

Schedule at a Glance

Tuesday, October 13, 2015

10:00 am – 12:30 pm **Sustainable Tour and Lunch: Hopworks Urban Brewery** (*Optional*)

1:00 – 1:20 pm **OPENING REMARKS**
Sustainability: Today and Tomorrow
Michael Cote, *The Lane Construction Corp.*
2015 NAPA Chairman

1:20 – 1:50 pm **KEYNOTE SESSION**
Lynn Peterson, *Washington State Secretary of Transportation*

THEME 1 - Building on Sustainability

1:50 – 2:20 pm **FHWA Sustainable Pavement and Technology**
Speaker: Gina Ahlstrom, *Federal Highway Administration*

2:20 – 2:40 pm **Break**

2:40 – 3:30 pm **Specifying Sustainability**
Speaker: Dr. Jeralee Anderson, *Greenroads*

3:30 – 4:00 pm **Building Business through Green Construction**
Speaker: Dr. Adam Hand, *Granite Construction Inc.*

4:00 – 4:15 pm **MnDOT – NCAT Research Partnership**
Speaker: Representative from MnDOT

4:15 – 5:30 pm **Discussion/Q&A**

5:30 – 7:30 pm **Group Reception**



BONUS EVENT: Tour Hopworks Urban Brewery (*This tour is prior to the start of the conference.*)

Hopworks Urban Brewery (HUB) is a pioneer in brewing sustainability. Although there are thousands of craft breweries in the United States, only a handful have made the commitment to measure their brewing operations with an environmental product declaration (EPD). With this dedication, HUB has improved the sustainability of its operations, while continuing to craft award-winning beer and expand its operations. The event includes

transportation to and from the brewery in Portland, a tour of the facilities, and lunch at Hopworks Urban Brewery's restaurant, featuring organic and locally sourced ingredients. The tour leaves the Marriott Portland Downtown Waterfront on Tuesday, Oct. 13 at 10:00 am, and returns by 12:30 pm. The fee is \$60 before Sept. 18 and \$65 after Sept. 18. Reserve your seat today!

Wednesday, October 14, 2015

7:00 – 8:00 am **Group Breakfast**

THEME 2 - Sustainability in Practice for the Asphalt Industry

8:00 – 8:30 am **Plant Operations Innovations for Sustainability**
Speaker: Ron Sines, *Oldcastle Materials Inc.*

8:30 – 9:00 am **Maximizing the Benefits of Recycled Materials**
Speaker: Brian Wood, *The Plantmix Asphalt Industry of Kentucky*

9:00 – 9:30 am **Porous Asphalt as a Sustainable Practice**
Speakers: John Hickey, *Asphalt Pavement Association of Oregon*; Representative from the Port of Portland

9:30 – 9:45 am **Break**

9:45 – 10:15 am **Adding Life to Pavements**
Speaker: Dr. Joe Mahoney, *University of Washington*

10:15 – 10:45 am **Using Tires to Make Asphalt Roads**
Speaker: Robert McGennis, *Holly Frontier Corp.*

10:45 am – 12:00 noon **Discussion/Q&A**

12:00 noon – 1:00 pm **Group Lunch**

THEME 3 - Measuring the Sustainability of Asphalt

1:00 – 1:30 pm **Tracing Sustainability Back to the Source:
Intro to LCA/EPDs**
Speaker: Dr. Stephen Muench, *University of Washington*

1:30 – 2:15 pm **Defining the Boundaries for Environmental Performance**
Panelists: The PCR Development Working Group

2:15 – 2:45 pm **Assessing Industry's Environmental Impacts**
Speaker: Dr. Amlan Mukherjee, *Michigan Technological University*

2:45 – 3:00 pm **Break**

3:00 – 3:30 pm **Making EPDs Work for You**
Speaker: Megan Sylvia, *The Lane Construction Corp.*

3:30 – 4:00 pm **Experience Sustainable Pavements: The Use Phase**
Speaker: Dr. Richard Willis, *National Center for Asphalt Technology*

4:00 – 5:30 pm **Discussion/Q&A**

For more information, contact Nancy Lawler, Vice President of Special Events & Education at 888-468-6499 or nlawler@asphaltpavement.org.

Accommodations and Location

Marriott Portland Downtown Waterfront Hotel **1401 SW Naito Parkway** **Portland, OR 97201**

You can make a reservation through the NAPA website, or by calling (877) 901-6632 and mentioning “National Asphalt Pavement Association” to receive the discount group rate. Group rates are available until **September 21** or until the room block is full. Spaces fill up quickly, so reserve your room early.



Discounted Room Rates

\$219 Single/Double (*\$2 per day sleeping room Internet connection*)

Inquire about the prevailing government rate available for the conference in limited quantities.

Check-In Time: 3:00 pm; Check-Out Time: 12:00 noon

Deposit and Cancellation Policy

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 Portland Information

Airport

Portland International Airport (PDX) is conveniently located less than 20 minutes from downtown Portland by car, shuttle bus, public transportation, or taxi.

Ground Transportation

Airport Blue Star Shuttle runs every 30 minutes from the airport between 7:00 am – 7:00 pm: Phone: (800) 247-2272. \$14 one-way and \$24 round trip.

Taxi services from Portland International Airport to downtown Portland
Green Cab & Shuttle (503) 234-1414, Radio Cab (503) 227-1212, or Broadway Cab (503) 227-1234, and fares run \$30–40 one-way.

Portland’s TriMet’s MAX (Metropolitan Area Express) Light Rail connects the airport to downtown Portland for \$2.50 for a two-hour pass.

Parking Rates

Overnight valet parking is \$35 per day.