Looking Forward with 20/20 Vision

As the asphalt pavement industry moves through a generational transition, innovation in processes, technologies, and business practices is king. We are challenged now more than ever to harness change. To remain relevant, we must be malleable, creative, strategic, and competitive in every aspect of our companies — from the product we deliver to the tone we set in the workplace.

If harnessing change is our industry’s resolution for the New Year, the first step to take is registering for the NAPA 2020 Annual Meeting, February 2–5 at the Grand Wailea in Maui, Hawaii. During the meeting, industry and academic experts will discuss disruptive technologies, workforce development strategies, asphalt quality trends, legislative opportunities in an election year, and safety culture. Combined with unparalleled industry networking opportunities, NAPA’s Annual Meeting is where asphalt professionals gain the necessary insight to level up their operations.

Although the schedule has been adjusted to ensure you have plenty of time to explore paradise, don’t be fooled — this year’s general sessions and workshops will deliver ideas and insights to help build your company’s future.

WHO ATTENDS

The NAPA Annual Meeting is designed for individuals involved in corporate leadership and management; engineers and technicians responsible for asphalt production, road construction, and sustainability; estimators who bid on asphalt projects; legislative advocates; health and safety professionals; and industry and government partners.
GENERAL SESSIONS

The Annual Meeting's four general sessions will provide inspirational and educational subjects to help strategically expand your operations for the future while placing your company at the forefront for success now.

GENERAL SESSION I
Passing of the Gavel & Keynote
OUTGOING CHAIRMAN: John Harper, President, Wiregrass Construction Co. Inc.
INCOMING CHAIRMAN: James Winford Jr., President, Prairie Contractors Inc.
KEYNOTE SPEECH
Disruptive Innovation and the Future of Asphalt — The Good News
SPONSORED BY: GPA
SPEAKER: Nicholas Webb, CEO, LeaderLogic

The 2020 NAPA Annual Meeting comes out the gate strong with a keynote address from Nicholas Webb, best-selling author of The Innovation Playbook, Invent Stuff, and The Innovation Mandate. The ultimate futurist, Webb is an expert in helping companies and entrepreneurs think outside the box and remain true to their principles without being shackled by them. He even brings an inside scoop on the future of highways and disruptive technologies. This session will provide a useful framework for the innovation and technology workshop later in the day.

GENERAL SESSION II
Asphalt Quality Trends Now and in the Near Future
This general session will focus on issues impacting the quality and supply of liquid asphalt in the marketplace. Panelists will examine the use of asphalt additives, their impact on the asphalt pavement market, quality issues attributed to the use of asphalt additives, and best practices. We will also look at the impact of the global marine fuel sulfur limits taking effect in January 2020 on the U.S. liquid asphalt market.

GENERAL SESSION III
Make Way for Gen Z!
SPONSORED BY: NAPA
SPKERS: Jonah and David Stillman, Father-Son Gen Xer-Gen Zer Duo

Believe it or not, there’s life after the Millennial generation. A new generation is entering the workforce, but no one is talking about it. …until now. Are you ready for Gen Z? Don’t be surprised when you find they are nothing like the Millennials, and the time to get to know them is today. The leading edge of Gen Z is now in their 20s. While they might be an intern today, they are your future workforce and marketplace. Best-selling author and generations expert David Stillman offers insight into the next generation—and even better, he’s bringing along the first Gen Z speaker to hit the circuit, Jonah Stillman.

That’s right, the first Gen X—Gen Z father-son speaking combo can help you get ahead of the curve. No more speculating about the latest generation; here’s your chance to get the straight scoop from two experts. Based on the results the GenZ! Work national research study, audiences will gain fresh insights into what makes this latest generation tick. Who are they? What are their expectations for careers and the workplace? How have changes in parenting styles shaped them? What will it take to get this generation in the door, on board, and up to speed?

GENERAL SESSION IV
Workforce 2020 Vision: A Collaborative Conversation
KEYNOTE
Neal Flieger, Managing Director, Golin
Audrey Copeland, Ph.D., P.E., President & CEO, NAPA

The future workforce and marketplace. Best-selling author and generations expert David Stillman offers insight into the next generation—and even better, he’s bringing along the first Gen Z speaker to hit the circuit, Jonah Stillman. This session will outline the progress being made, research results, and the path forward. Attend this interactive session to learn the findings from the first national public opinion survey effort on working in the asphalt pavement industry, as well as to hear directly from the Committee’s leadership, ask pressing questions, and shape the path forward.

PROFESSIONAL DEVELOPMENT HOURS
Nationally recognized Professional Development Hours (PDHs) may be claimed for attending educational workshops and applicable general sessions at the NAPA Annual Meeting. Each hour of participation earns one PDH, and attendees must maintain their own record of attendance. A maximum of 7.5 PDH hours can be earned at the Annual Meeting. NAPA will confirm an individual’s registration at the request of a licensing or certifying agency. Anyone seeking PDH should check with their state licensing board to ensure that self-reported credits will be accepted by their board.

EDUCATIONAL WORKSHOPS

Innovation and Technology
Innovative equipment and technological enhancements continue to advance and evolve. These advances in equipment often have impacts that cascade through an operation. This workshop will focus on how business leaders in the asphalt industry are incorporating new asphalt production technologies and innovations into their operations, and they will share perspectives on the benefits, challenges, and changes in operational efficiency.

KEY TAKEAWAYS:
- Learn how business leaders in the asphalt industry are harnessing new technologies
- Hear success stories of incorporating technology into asphalt production operations
- Hear challenges with implementation of technology
- Learn methods for evaluating technology and its return on investment

Managing the Modern Workforce
The challenge for today's workforce is more than just recruiting and retaining workers. Companies must also manage challenges and disruptions associated with an aging workforce, lost institutional knowledge, and workers with various levels of technological fluency. This workshop will be an open discussion with David and Jonah Stillman to discuss strategies for managing today’s modern workforce.

KEY TAKEAWAYS:
- Learn from workforce and generational experts about how to manage multigenerational workforces
- Develop strategies for managing the loss of institutional knowledge associated with the “Silver Tsunami”
- Ask critical questions your company faces in managing today’s workforce

Improving a Company’s Safety Culture
Building a top-notch safety culture doesn’t happen overnight. Getting buy-in from employees requires a top-down approach starting with the executive officers. “Safety First” can’t be just lip service delivered to workers from upper management. It must be put into practice by building a strong safety culture throughout your organization.

KEY TAKEAWAYS:
- Discover the issues the asphalt industry is focused on in Washington, D.C.
- Understand the legislative process and how to influence it
- Learn how to build fruitful relationships with your members of Congress and their staff

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The NAPA Annual Meeting is an excellent milieu for connecting with peers to share ideas, learn from others, and make career contacts and friends for life. In addition to the many casual networking opportunities NAPA members enjoy during breakfasts and coffee breaks, formal networking events at the Annual Meeting include:

**IMPACT Leadership Group Annual Golf Tournament**

The IMPACT Leadership Group Annual Golf Tournament takes place on one of the finest golf courses in the area, The Wailea Gold Course. Created by architect Robert Trent Jones II, The Wailea Gold Course is a “thinking player’s course,” offering a true test of one’s golf skills. Strategy and finesse are important to playing the Gold well, and the course’s intriguing risk-reward choices make it possible to use every club in your bag.

**Group Luau**

Enjoy lively performers and dancers, including a thrilling fire dance performance, and gain a fascinating look at Polynesian and Hawaiian history, culture, and legends. Set in paradise, this is dinner theatre at its finest.

**Super Bowl Party**

Join your peers from across the country on Sunday afternoon to kick off the 2020 NAPA Annual Meeting by watching the Big Game. This is a great opportunity to enjoy some Super Bowl history, culture, and legends. The NAPA Annual Meeting is an excellent milieu for connecting with peers to share ideas, learn from others, and make career contacts and friends for life.