

National Asphalt Pavement Association (NAPA)

Senior Vice President, Government Affairs

2022

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The Organization

Organization	National Asphalt Pavement Association (NAPA)
Employees	20
Year Founded	1955
Organization Location	Greenbelt, Maryland
Website	https://www.asphaltpavement.org
Leadership Team	<p>Audrey Copeland, President and CEO</p> <p>Ester Magorka, Senior Vice President, Industry Promotion & Membership</p> <p>Howard Marks, Vice President, Environment, Health & Safety</p> <p>Amy Miller, Vice President, Member & Industry Alliances and National Director, APA</p> <p>Melanie Richardson, Vice President, Finance and Operations</p> <p>J. Richard Willis, Vice President, Engineering, Research, & Technology</p> <p>Bill Rowan, Director, Communications & Marketing</p>
Organization Description	<p><u>Mission and Vision</u></p> <p>The National Asphalt Pavement Association (NAPA) works to support, advocate, and advance the asphalt pavement industry with the vision that asphalt pavements' quality and value pave the way for enhanced mobility and a sustainable transportation network.</p> <p>NAPA supports members through education, technical advice, recognition programs, and peer engagement. They advocate by engaging, collaborating with, and educating decision-makers. They advance the industry through innovation and research, thought leadership, and promoting safe, efficient, sustainable operations.</p> <p>NAPA exclusively represents the interests of the asphalt producer/contractor on the national level with Congress, government agencies, and other national trade and business organizations. There are 3500 asphalt plants in the US in every congressional district. The association counts more than 1,100 companies as members.</p> <p>NAPA supports an active research program designed to improve the quality of asphalt pavements and paving techniques used in the construction of roads, parking lots, airports, and recreational facilities. The association provides technical, educational, and marketing materials to its members, and offers educational opportunities.</p> <p><u>Issues and Expertise</u></p> <p>An issues-based trade association, NAPA leads and convenes the asphalt pavement industry to support the day-to-day activities of our members while also strategically positioning the industry for the future. NAPA is equipped to</p>

provide insight into a variety of issues pertaining to [engineering](#), [environment, health and safety](#), [legislation, regulations](#), [sustainability](#), and workforce.

For more information on NAPA membership, click [here](#), and for information on NAPA’s industry partners, click [here](#). NAPA’s 2021 annual report can be found [here](#).

Strategy and Vision

As NAPA builds its 2023-2025 Strategic Plan, it will focus on the following pillars:

Leadership: Be trusted experts and the national voice of the asphalt pavement industry to the U.S. Congress and Administration, federal agencies, national organizations, decision-makers, and stakeholders.

Stewardship: Demonstrate the industry's environmental and social commitment by delivering programs that advance safe, sustainable, responsible, and resilient production and construction of asphalt pavements.

Membership: Connect the industry, engage members, and promote excellence.

Financials

2021: \$6.78M Operating Revenue

2022 (Approved Budget): \$8.77M Operating Revenue

The Position

Position Title	Senior Vice President of Government Affairs
Location	The office is located in Greenbelt, Maryland, and employees are currently asked to work in the office three days a week.
Reports To	Audrey Copeland , President and CEO
Position Summary	<p>The Senior Vice President of Government Affairs at NAPA is responsible for representing the asphalt pavement industry before Congress, Federal agencies, and stakeholder groups. This individual will have strategic oversight of NAPA’s federal government affairs program and will be instrumental in the organization’s and industry’s growth. They will direct the federal government affairs program and assure timely, accurate actions and responses to legislative and regulatory requests.</p> <p>With the passage of the Infrastructure Investment and Jobs Act and the Inflation Reduction Act, NAPA’s government affairs team will be pivotal in setting a strategic direction to transform the industry.</p>
Responsibilities	The Senior Vice President of Government Affairs at NAPA will provide strategic leadership and oversight of the Government Affairs team, which includes the Senior Director of Government Affairs & Political Action Committee, the Vice President of Environment, Health, and Safety, and contracted lobbyists.

Specifically, the Senior Vice President of Government Affairs will:

Advocate and represent the asphalt industry

- Represent the Association, either as a participant or advisor, in developing and presenting testimony and public policy before federal and state lawmakers and agencies.
- Develop relationships with key legislators, their staff, and committee staff to effectively implement the advocacy goals and policies of NAPA.
- Organize and track federal and state legislative and regulatory activities to evaluate and align the legislative and regulatory positions of NAPA and its member companies as needed.

Engage and mobilize members and stakeholders

- Cultivate and maintain strategic alliances and relationships to leverage resources and influence multiple constituencies internal and external to the Association.
- Work with NAPA members to develop strategies and policies on emerging legislative and regulatory issues.
- Respond to NAPA members' inquiries and concerns on federal legislation and highway construction-related regulations.
- Coordinate and develop legislative topics for sessions at NAPA's meetings and webinars.
- Organize and coordinate a Washington Legislative Fly-In.
- Provide legislative updates to industry and state associations.
- Develop and manage NAPA's grassroots programs and Legislative Committee.

Grow Funding

- Provide strategic leadership and growth management for the NAPA PAC Program

Communications

- Interpret federal legislation and regulations into accessible and relevant articles, reports, and publications for a variety of audiences.
- Inform members on government affairs activities, such as meetings and visits with key legislators, other associations, and partner organizations.

Organizational Leadership

- Advise senior management on all matters related to legislation, regulatory, public policy and advocacy issues of interest and concern to NAPA and its member companies.
- Develop and manage the Government Affairs budget.

The Person

Pivotal Experience & Expertise

Federal Government Affairs Leadership – 10+ years of experience developing and implementing government affairs strategy in a trade association, corporation, or public service role. Finesse in working with industry partners and federal government agencies on legislative and regulatory policy to promote industry concerns and priorities. Ability to network and strengthen critical government relationships for the industry and assert NAPA as an industry voice and important seat at the table. Demonstrated knowledge or an ability to learn and lead on critical issues affecting the asphalt industry.

	<p>Stakeholder & Member Engagement - An ability to effectively engage with various stakeholders, including members and other key industry stakeholder organizations, and can partner with the CEO and executive staff. Is diplomatic and savvy in managing diverse perspectives and priorities to reach consensus.</p> <p>Communications & Public Affairs Experience – A seasoned professional with the ability to effectively capture and translate federal legislation and regulations for key stakeholder audiences, such as the executive team, members, and industry partners. Providing a clear voice that positions the industry towards needed action and response. Comfort in writing on relevant subjects for the industry and partnering across the organization to effectively communicate to member audiences. Ability to serve as a respected authority and spokesperson and represent NAPA in public presentations, meetings, in front of lawmakers, and other external-facing opportunities. Excellent oral and written communication skills.</p> <p>Strategic Mindset – Possesses the ability to see the big picture with an understanding of NAPA’s strategy, industry needs, and member perspectives; able to anticipate future industry challenges and trends; can utilize this to develop and manage a departmental strategy on government affairs priorities and actions. An aptitude to fully leverage NAPA’s existing partnerships and events and champion new strategic connections and offerings.</p>
<p>Leadership Capabilities</p>	<p>Influence – A skillful communicator with the ability to be persuasive and diplomatic in order to drive consensus amongst diverse stakeholders.</p> <p>Execute – Pushes self and others for results; can be counted on to exceed goals successfully; comfortable accepting the consequences of one’s actions and recognizes his/her role in the broader success of the team; organizational and political agility with strong project management skills.</p> <p>Thoughtful Decision Maker: Thoughtful and deliberate but decisive. Able to exercise judgment and initiative.</p>
<p>Culture Impact</p>	<p>Cultivates Strong Relationships – Maintains established relationships and credibility within their network and proactively develops relationships and connections where there are organizational gaps and advantages; Track record of building relationships with major clients and industry leaders. Ability to interact and represent NAPA and the industry with utmost trust and integrity to engender credibility with a variety of stakeholders.</p> <p>Inspirational Leadership – Effectively leads by delegating to and empowering staff. Motivates and inspires team to achieve ambitious goals. Proven commitment to establishing and implementing a team vision.</p> <p>Collaborative - Excellent judgment of people and situations; demonstrated experience collaborating across an integrated, interdisciplinary team of professionals leading through influence and example rather than hierarchy.</p> <p>Values Driven – Demonstrates integrity throughout their interactions and work; trusted as an honest broker in the industry; aligns with NAPA’s values and mission.</p>

To Apply

Interested applicants should send their resumes to napa@heidrick.com for consideration.

Engagement Team

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