

Asphalt Pavement Alliance

Job Opportunity

Table of Contents

Introduction

About APA and Partners

Position Specification

Resumes should be submitted to Melanie Richardson (contact information below) preferably no later than October 27, 2023.

For more Information, please contact:
Melanie Richardson
Vice President of Finance and Operations
National Asphalt Pavement Association
6406 Ivy Lane, Suite 350
Greenbelt, Maryland 20770
Email:
mrichardson@asphaltpavement.org

Introduction

The Asphalt Pavement Alliance (APA), founded over 20 years ago, is a partnership between the National Asphalt Pavement Association (NAPA), Asphalt Institute (AI), and the State Asphalt Pavement Associations, Inc. (SAPAs). The APA has enjoyed successes that have resulted in asphalt pavements' continued dominance in the pavement marketplace at well over 90% of the market share nationwide. Successful programs include the Perpetual Pavement Awards, education resources such as webinars and publications used by pavement stakeholders, market outreach such as trade shows participation, and ongoing collaboration among the partners to serve as a trusted resource and respond effectively to competitive threats.

The next evolution of the APA seeks to bring together the collective minds and expertise of those in the pavement industry with a focus on advancing asphalt pavements for quality, sustainability, and long-life. This includes two overarching objectives:

1. Identify and capitalize on market opportunities for asphalt pavements including bringing research, development, and technology to market (i.e., deployment) faster.
2. Continue to be a trusted resource to pavement stakeholders and decision makers. The founding members of the APA bring a wealth of expertise, knowledge, and resources to bear that are beneficial, especially considering the turnover in knowledge among government agencies and engineering design and construction firms.

Currently, a partnership agreement is in place that governs the APA. Please see more in the section below titled "About the Asphalt Pavement Alliance."

Achieving the goals and objectives of the APA will require strong leadership, the ability to collaborate and prioritize opportunities, threats, and initiatives, while continuing to grow current initiatives such as perpetual pavements, targeted education for pavement customers, along with the ability to quickly mobilize the partners and other needed resources to respond effectively to threats, known and unknown.

As the lead organization of the APA, NAPA staff have met with leadership from all partner organizations, have received feedback at the SAPA summer 2023 meeting, and the partners have discussed with the prior director of the APA recommendations for the future of the APA. All partners overwhelmingly agree that the APA is a great benefit to the asphalt pavement industry, and that a simplified governance structure optimizing partner engagement, ensuring focus with resources available, and that leads to ongoing success is necessary. Further, identifying top industry priorities and then developing specific plans for accomplishment is key. The Perpetual Pavements Program is a key priority to continue and expand for the future, thus technical expertise within the APA staff will be critical.

Considering the objectives above, it is proposed that the APA requires two senior-level positions – one focused on industry promotion and marketing, and the other focused on deployment and technical resources.

About the Asphalt Pavement Alliance

The Asphalt Pavement Alliance (APA) is a long-term partnership between the National Asphalt Pavement Association (NAPA), SAPA Inc. (SAPA), and the Asphalt Institute (AI) (referred to as the “partners”). The partners represent the asphalt pavement and binder industries in the United States and believe there are mutual benefits achieved by working together in the areas of asphalt pavement promotion and pavement type selection to ensure asphalt is the pavement of choice, safeguard the industry’s longevity, and foster market growth.

PARTNERS COMMITMENTS TO THE ALLIANCE:

- I. The partners support the APA objectives by:
 - a. Exploring synergies together, particularly in promoting asphalt pavements and influencing pavement type selection decisions.
 - b. Undertaking agreed upon, joint projects that consider deployment of new technologies and products and other joint research projects.
 - c. Encouraging and utilizing partners’ technical expertise in asphalt pavements to serve as a trusted resource to the APA and pavement stakeholders for knowledgeable and accurate asphalt pavement decisions.
 - d. Utilizing partners’ expertise for promoting asphalt pavements and use the APA brand to authoritatively speak with a unified voice on the benefits of asphalt pavements.
 - e. Strengthening the asphalt industry’s relationships and influence among pavement decision makers, policy makers, and customers.

- II. Each partner acknowledges that the success of the Alliance will require a cooperative working relationship based upon open communication, feedback, teamwork, and trust between the partners at all levels.

- III. The partners confirm their intention to continue the APA in accordance with the principles set forth in the partnership agreement with a view to achieving the goals and targets developed in collaboration with all partners and coordinated by NAPA as the lead of the APA.

The APA is led and administered by NAPA and advised by an Advisory Committee, led by a Chair designated by NAPA, with representation from the partners. The partners’ roles and responsibilities include commitments to communication, collaboration, and coordination as outlined in the partnership agreement and, further, in annual work plans.

Historically, the APA is staffed by a National Director (with some duties to NAPA, too), a Director of Alliances and Awards – shared with NAPA, and an APA Deployment Manager. These titles and roles may be subject to change as the future of the APA is further refined.

About the APA Partners

National Asphalt Pavement Association

The [National Asphalt Pavement Association](#) exclusively represents the interests of the asphalt producer/contractor on the national level with Congress, government agencies, and other national trade and business organizations.

NAPA's mission is to advance the asphalt pavement industry through [leadership, stewardship, and member engagement](#). NAPA's vision is sustainable infrastructure that paves the way for thriving communities and commerce.

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. Founded in 1955, the association counts more than 1,100 companies as members.

NAPA is governed by a Board of Directors made up of Producer members in leadership positions along with a representative of the Associate members. Further, the NAPA Board is advised by an Advisory Council comprised of four regions across the United States comprised of State Advisors (producer members), SAPA Executive Directors (ex-officio), and at-large producer and at-large associate members.

Asphalt Institute

The [Asphalt Institute](#) is the international trade association of petroleum asphalt producers, manufacturers, and affiliated businesses.

Founded in 1919, the Institute's members represent 90% of the liquid asphalt produced in North America and an increasing percentage in international markets. AI provides five essential areas of strategic focus to support its members:

- Member Connectivity
- Asphalt Promotion
- Environmental Oversight
- Technical Leadership
- Educational Expertise

Through various committees and partnerships, the Asphalt Institute serves its members as a center of excellence for health, safety, and environmental matters. AI promotes petroleum asphalt as a safe and environmentally friendly construction material for highways, streets, and roofing systems through a program of scientific research and technological developments.

AI's network of regional engineers throughout the United States and Canada provides technical support to member companies, users, and specifying agencies through on-site job visits, consulting, training, presentations, and information gathering. With special arrangements, field engineers are available to international members as well.

The Laboratory of the Asphalt Institute is a leading facility in asphalt industry research, testing, and analysis. The lab is recognized for leadership in solutions to technical issues that impact the asphalt industry, and it serves as a focal point for the application of new technology based on the highest standards of performance.

The Asphalt Institute promotes the use of asphalt-based products through their involvement in the [Asphalt Pavement Alliance](#), an industry coalition whose mission is to further the use and quality of asphalt pavements through research, technology transfer, engineering, education, and innovation.

Asphalt Institute publications and seminars educate users and specifiers on proper practices for the design, construction, maintenance, and rehabilitation of all types of asphalt pavements. [Asphalt Magazine](#) reaches more than 18,000 industry professionals with information on the latest materials and techniques for the asphalt industry.

State Asphalt Pavement Associations

The State Asphalt Pavement Associations, Inc. (SAPA) is a [professional membership organization of State Asphalt Associations](#) that support the advancement, education, and promotion of asphalt pavements.

SAPA's goal is to promote cooperation among the various state associations by continued communication and education, from how best to run the state associations to new technology and the continued improvement of materials. The future of the asphalt pavement industry, in part, is tied to improving mixes, and a great deal of discussions focus on quality products, specifications, test methods, and the latest technology.

Every SAPA works closely with state and local agencies and frequently addresses asphalt type selection issues since such decisions frequently arise at the local level. Accordingly, asphalt pavement promotion is especially important for SAPAs. Because local relationships and context are critically important for SAPAs, they often must tailor communications and promotional efforts so that they can be as effective as possible in their respective state. The SAPAs are often "on the front lines" of the issues on which the APA is focused, and frequently serve as an early warning system for issues that ultimately end up having national implications.

While the challenges within our industry may be different from decades ago, they are equally important and, from our perspective, require collective thoughts and input to solve them.

SAPA has grown from a handful of members to the current makeup of thirty-nine member associations representing thousands of companies. SAPAs meet twice each year, in person, but constantly communicate to discuss and share best practices from each association that speaks to our focus as association leaders and that of the industry they serve.

Position Specification

Position Title: Executive Director, Asphalt Pavement Alliance

Reports to: President & CEO of the National Asphalt Pavement Association (NAPA)

Summary

The Executive Director of the Asphalt Pavement Alliance (APA) supervises all affairs of the APA and NAPA's industry promotion efforts. Responsibilities include:

- Increasing market share opportunities¹ for asphalt pavements including development, prioritization, and oversight of strategic initiatives and opportunities for promotion/marketing of asphalt pavements and deployment of research, tools, and information for stakeholders² in the pavement industry. Current initiatives include promoting/marketing the benefits of asphalt pavements, Perpetual Pavement awards, serving as a trusted resource, and supporting the states.
- Fostering relationships and synergies among the APA partners and stakeholders including effective APA branding and communications with federal, state, and local officials, and industry partners. This includes understanding the relationships between Federal, State, and local agencies and that communication approaches may need to be tailored to different stakeholders.
- Formulation and adherence of an annual budget for the APA, approved by the APA Advisory Committee, and implementing method(s) for tracking success towards goals and financial performance.
- Lead and streamline NAPA's Industry Promotion committee structure (e.g., NAPA Marketing Council, APA Advisory Committee, etc.) in collaboration with the NAPA President & CEO, NAPA's VP of Member Engagement, and NAPA's VP of Engineering, Research, & Technology. The structure should include representatives from APA partners, as appropriate, that guide and help ensure achievement of the APA objectives.
- Collaborate with, and provide support for, NAPA and the SAPAs' investment in short term, impactful research projects (the Pavement Economics Committee).
- In collaboration with NAPA's VP of Member Engagement, oversee and manage the NAPA Advisory Council³ consisting of four regions across the United States whose purpose is to advocate for asphalt pavements, provide market insight to the NAPA Board and APA partners, and encourage engagement in their state and region.
- Lead and supervise the APA Support Team including:
 - Technical Director of the Asphalt Pavement Alliance (new position, position description available upon request)
 - [Director, Alliances & Awards \(shared role with NAPA\)](#)
 - [APA Deployment Manager](#)
- Working in close collaboration with NAPA's staff to promote and advance the benefits of asphalt pavements and the Asphalt Pavement Alliance's objectives.

¹ Markets may include publicly funded projects at the Federal, State, and local levels and commercial or private markets such as residential.

² Primary stakeholders include pavement type decision makers, pavement engineers and consultants, and NAPA, AI, and SAPA members and, for some issues, may include the public.

³ Please see attached document that summarizes the NAPA Advisory Council.

Location

NAPA headquarters is in Greenbelt, Maryland in the greater Washington, D.C. area. There is also a small NAPA office in Jacksonville, Florida. While it is desired that this position is in one of these offices, the option to work from a different location may be discussed with the understanding that the individual will report to the Greenbelt office when required and on a regular interval (i.e., once a quarter or twice a year) as established by the supervisor.

The individual will be traveling extensively in the role, so proximity to a major air transportation hub is desired.

Qualifications

This position requires an individual who is forward thinking; one who strives to improve existing systems and procedures, and who will develop innovative ideas to benefit the industry and improve the image and position of the APA and the asphalt pavement industry. Candidates for the position must possess expertise, leadership talent, communication and people skills, and an aspiration to foster and nurture a positive work culture.

- Must be motivated, enthusiastic, and able to lead others.
- Outstanding written and oral communication skills, with strong public speaking skills.
- Exceptional people skills required to develop and maintain relationships with partners and various stakeholders.
- Ability to generate original or innovative ideas, display initiative and conceptualize programs that will benefit the industry.
- A minimum of 10 years' experience and education as commensurate with position requirements, marketing and/or advocacy and promotion expertise is desired.
- Demonstrated leadership and management experience including supervising others.
- Financial development and reporting experience is essential to the role.
- Strong organization, time, and project management skills. Experience managing competing priorities and projects within deadlines and on a budget.
- Experience in the asphalt pavement industry or a closely related field is highly desirable.
- Bachelor's degree in Engineering, Business Management, or Advocacy-related field.

Compensation

The compensation package is commensurate to the individual's credentials and experience and includes salary, 401k plan, and generous benefits including flexible schedule, telework, vacation, family, family medical, and maternity/parental leave, in addition to health, dental, and vision coverage.

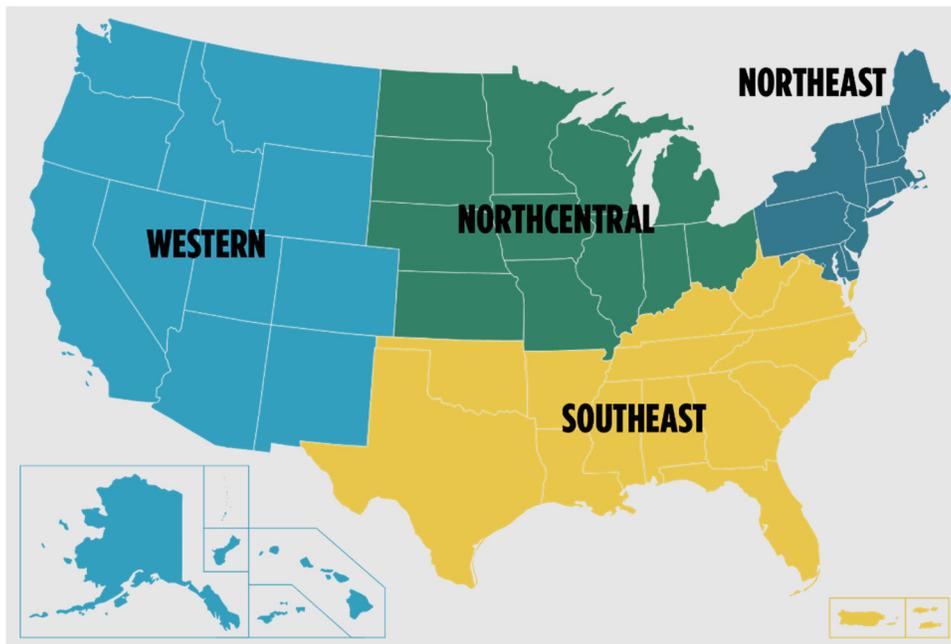
The National Asphalt Pavement Association is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to sex, gender identity, sexual orientation, race, color, religion, national origin, disability, protected Veteran status, age, or any other characteristic protected by applicable law.

NAPA's ADVISORY COUNCIL

An Advisory Council consists of state and regional leaders advancing NAPA's goals and strategies. The NAPA Board of Directors has established the following regions and has designated states and territories to each region (see map below):

- Northeast U.S. Region: Includes states/territories of Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, and the District of Columbia.
- Southeast U.S. Region: Includes states/territories of Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, West Virginia, Puerto Rico, and US Virgin Islands.
- Northcentral U.S. Region: Includes states of Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.
- Western U.S. Region: Includes states/territories of Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming, American Samoa, Guam, and Northern Mariana Islands.

Map of NAPA Advisory Council Regions



Duties of the Advisory Council

- Support NAPA’s goals and strategies (per a strategic plan) by advising and informing the NAPA Board of Directors on issues, challenges, and opportunities facing the asphalt pavement industry and advising how best to deliver relevant programs, research, and events to members that provide focus for the association and help strengthen NAPA members’ business.
- Be informed and receive overviews of NAPA financial and operational reports.
- Serve the voice of their respective state, in collaboration with SAPAs where appropriate, to NAPA, territory, or region and stakeholder groups in providing relevant insight that can directly influence NAPA initiatives.
- Support NAPA advocacy initiatives by engagement with regulatory, elected, and agency officials.

Roles and Responsibilities and Expectations of the Advisory Council Members

Advisory Council members are expected to represent NAPA as asphalt pavement industry leaders in their states and regions and engage with State Asphalt Pavement Association (SAPA) partners and liaisons, when appropriate. It is desired that the State Advisor also serve, or have served, in leadership roles in either their SAPA or State Transportation/Construction Association. Advisory Council members are also expected to:

- Serve as an advocate by contributing to Advocacy goals (e.g., PAC contributions)
 - Engage with elected officials (e.g., meetings and plant tours) and regulators on funding and key issues such as safety, engineering, and environmental matters.
 - Implement and promote legislative “calls to action” promulgated by NAPA leadership and staff.
- Possess knowledge and understanding of the asphalt pavement industry and market and be willing to provide insight to NAPA leadership.
 - Provide input to the Board of Directors and NAPA staff on state and regional issues and priorities of national significance.
 - Provide counsel on issues raised by the Board of Directors, states, and regions.
- Lead and encourage sustainable growth of NAPA through assistance meeting membership goals and promotion of NAPA programs and events.
 - Function as an ambassador of NAPA within the asphalt pavement industry.
 - Serve as a resource for NAPA staff.
 - Identify challenges and opportunities to the Board of Directors and NAPA staff and actively participate in developing solutions that will improve the Association.
- Be accountable for participation in meetings and surveys (attendance goals/participation goals).