**NEWS**

**IMMEDIATE RELEASE**

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**CONTACT**

Bill Rowan, 240-825-4444, BRowan@AsphaltPavement.org

**NAPA Ends 2024 on High Note**

*Association lauded for year-long impact, underscoring its value to asphalt pavement industry*

GREENBELT, MD—The National Asphalt Pavement Association (NAPA) is closing the year on a celebratory note. This compendium of awards demonstrates the association’s value to the industry and its members.

Innovation

* NAPA received a TRENDY Award for its rebrand, developed in partnership with GRAPHEK and launched in January.
* NAPA was also recognized as a Red Hot Association by DCA Live for unlocking “new ways to deliver value to members and adopting innovative approaches to business challenges.”

Advocacy

* *The Hill* named NAPA’s Vice President of Government Affairs Nile Elam to its annual list of Top Lobbyists, which it calls “some of the best in the business and go-to advocates during a year defined by unprecedented political events, legislative logjams, federal spending cut crusades and big rulemaking swings by the outgoing Biden administration.”

Sustainability

* The Environmental Protection Agency named NAPA an Industrial Partner of the Year for the second consecutive year for NAPA’s ongoing efforts to promote energy efficiency among asphalt plant owners. (Gain in-person insight on efficiency at February’s [Maximizing Profitability with Energy Management Workshop](https://www.eventbrite.com/e/maximizing-profitability-with-energy-management-workshop-registration-1082289159009).)

Engineering

* NAPA received a TRENDY Award for launching Hey NAPA, an AI assistant developed in partnership with NAPA member XBE in 2023 and regularly updated/expanded to deliver asphalt pavement knowledge and insights to stakeholders via HeyNAPA.com.

Publications

NAPA’s media suite, reimagined for 2024, received numerous accolades, including:

* Two MarCom Awards in magazine and branding categories for *NAPA 2024*, the year’s preview issue.
* Also for *NAPA 2024*, a Hermes Creative Award for overall print publication writing.
* A MarCom Award for writing for *NAPA Now*, the microsite/blog launched this year to bring timely news to stakeholders.

Individual Honors

* The Illinois Asphalt Pavement Association recognized Asphalt Pavement Alliance Technical Director Buzz Powell as its Person of the Year at its annual conference in March for having a unique, positive impact on the association and the asphalt pavement industry in general.
* At its centennial annual meeting in September, the Association of Asphalt Pavement Technologists honored NAPA President & CEO Audrey Copeland as one of three inaugural Fellows, a designation created to “recognize longer term, dedicated, and accomplished members in the field of asphalt technology who had contributed significantly to the Association through their continued, active participation.”

NAPA members and stakeholders gather February 2-5 in Maui, where they in turn honor the best in the asphalt pavement industry with awards for America’s top-quality paving jobs. The prestigious Sheldon G. Hayes Award will be announced live during ceremonies on Monday, February 3. Registration is open to attend the ceremonies and accompanying events at AsphaltPavement.org/Annual.

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**About NAPA**

Founded in 1955, the National Asphalt Pavement Association (AsphaltPavement.org) is the only trade association that exclusively represents the interests of the asphalt pavement material producer/contractor on the national level with Congress, government agencies, and other national trade and business organizations. NAPA supports an active research program designed to improve the quality of asphalt pavements and paving techniques used in the construction of roadways, parking lots, airports, and environmental and recreational facilities. NAPA provides technical, educational, and marketing materials and information to its members and supplies product information to users and specifiers of paving materials.