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Missouri Asphalt Pavement Association

Spring 2016





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The Asphalt News is produced quarterly and distributed to association members and others interested in Missouri's asphalt industry.

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THE WAY I SEE IT

- 4 Transportation Funding: Legislation & the Upcoming Election**
No real progress was made this past legislative session in the arena of transportation funding, but we still have time to make it an issue in the 2016 Gubernatorial election.

NOTEWORTHY NEWS

- 5 A Big Welcome**
Brandon Atchison, a Jefferson City native, joined MAPA in March.
- 6 2016 Fly-In**
The message to Congress for the 2016 Fly-in was twofold, with the first being thank you for passing the FAST Act and the second being your work is not done.

MAPA FEATURES

- 8 9 Ways to Drive Traffic to Your Website**
To know what's best for you take a look at your business and consider what resources you already have at hand. Start with the easiest activities then build from there.
- 12 Asphalt Pavement Alliance**
The Asphalt Pavement Alliance (APA) has recently taken a regional approach as it deploys material from its Pavement Economics Committee (PEC) and Go to Market (GTM) Committee. The APA began its regional approach in the northcentral region of the United States.

Cover photo by Tammy Bleich, near California, Missouri.

Transportation Funding LEGISLATION & THE UPCOMING ELECTION

Another session has come and gone at the state capitol with no real progress in the arena of transportation funding. There was a glimmer of hope at the beginning of the session when Senator Doug Libla, R-Poplar Bluff, introduced SB623. SB623 was a 1.5 cent gas/3.5 cent diesel tax, which would have generated approximately \$80 million a year for transportation. The end result would have meant \$56 million to MoDOT and the remaining 30 percent to counties and cities as outlined by the state’s constitution. Because SB623 was under the Hancock limit, if passed by the legislature and signed by the Governor, it could have become law without going to a vote of the citizens of Missouri.

As the session wore on, and SB623 was debated in the Senate, it was quickly realized that it would die unless it was sent to a vote of the people. In order to move the bill out of the Senate, Senator Libla amended the bill to a 5.9 cent fuel tax increase, which would have generated approximately \$236 million a year. As before, it would have meant \$165 million to MoDOT and the remaining 30 percent to counties and cities. On April 6, SB623 was passed out of the House by a vote of 21 to 10. The glimmer of hope we had in early January quickly faded as the House waited almost a month to refer the bill to committee and where it ultimately died when the session ended.

As we prepare to embark on the general election cycle this November, Missourians will have the opportunity to elect a new Governor and with that a hope that the new Governor will understand the transportation funding situation and choose to be a leader. This will not happen by itself; it is important that we get engaged and talk to the candidates and educate them on the transportation funding issue. Let’s make transportation funding an issue in the 2016 Gubernatorial election.



Executive Director
Dale Williams

It is important that we get engaged, talk to the candidates running for Governor, and educate them on the transportation funding issue.



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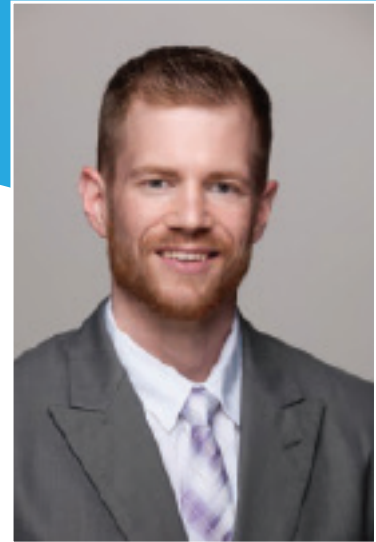
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A Big Welcome
BRANDON ATCHISON

Brandon joined MAPA in March 2016 and is a Jefferson City native. Previous to this position he spent his time in the nonprofit sector working for the Missouri State Chiropractors Association. Brandon has experience in marketing, sales, customer relations, management and social media/website design. His background also extends into local, city, and state government as he spends much of his spare time studying public affairs. He is currently serving on a committee with the Jefferson City Convention and Visitors Bureau. Brandon enjoys volunteering his time, especially when it comes to education. He has been an Event Judge for DECA and Merit Badge Counselor, teaching Citizenship in the World for Boy Scouts of America. Some past volunteer work involved Rotary and serving on multiple committees for the Young Professionals – Jefferson City Area Chamber of Commerce. He enjoys going on weekend adventures with his wife Cassandra and young son, Liam. He is also a sports enthusiast, especially NBA, and avid golfer.



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2016 Fly-In TRANSPORTATION CONSTRUCTION COALITION

Don Rosenbarger, Vice President Operations – Delta Companies, along with Dale Williams, Executive Director – MAPA, attended the 2016 Transportation Construction Coalition (TCC) Fly-In on May 10th and 11th in Washington, DC. The message to Congress for the 2016 Fly-in was twofold, with the first being thank you for passing the FAST Act and the second being your work is not done. We need to fix the Highway Trust Fund before the FAST Act expires in 2020.



The Fly-in could not have been more timely as Missouri’s own Congressman, Sam Graves, 6th Congressional District, co-authored a letter to the House Ways and Means Committee urging them to come together and start the discussion on how to address the Highway Trust Fund’s long term stability. A copy of this letter was distributed to members of the House by participants of the Fly-in, urging them to sign the letter. In the end, 130 members of Congress signed the letter, including the entire Missouri delegation, with the exception of Congressman Jason Smith, 8th Congressional District. Congressman Smith, who serves on the Ways and Means Committee, stated that he did not sign onto letters addressed to committees on which he serves.



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-Brian Scott | Richard Petty Motorsports #44 | Father



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The Asphalt Pavement Alliance is a partnership of the Asphalt Institute, National Asphalt Pavement Association and the State Asphalt Pavement Associations.

9 WAYS TO DRIVE TRAFFIC TO YOUR WEBSITE

In honor of summer let's start with a beachy concept: your website is an island. Your marketing and search engines like Google are like boats, taking people out to your lovely website island. Without the boats, traffic to the island is slow. The more boats you have sending people to your website island, the more visitors you'll have. So what activities constitute a boat? Let's talk about a few ways (a.k.a. boats) to float traffic to your site.



By Monica Pitts, Chief Creative Officer · MayeCreate Design

Put Your Web Address on EVERYTHING

And when I say everything, I mean everything. Your website should be on every advertisement, business card, letterhead, invoice, yard sign, brochure and email signature. Consider embroidering it below your logo on polos and printing your web address on the back of your work t-shirts and safety vests. The more places you can put your web address, the more likely someone is to see it and visit.

Offer Value to Potential and Existing Clients

One simple way to offer value is by providing answers to frequently asked questions, sample contracts, online bill pay, onboarding forms and paperwork. More in depth technology offerings might include: allowing people to submit maintenance requests, offering products for sale, online forms for product refills or a billing portal.

Integrating your website with your sales and customer service activities doesn't just generate website traffic, it also saves time and energy for your staff. They will be equipped to easily offer links to commonly asked questions, have fewer collection calls to make and phone orders to process.

Offer Downloadable Content

Consider the things people need at the beginning of the sales process. The buying cycle often starts with prospects researching and gathering ideas online. Those ideas may come in the form of pictures, videos or how-to planning guides. Making this information available on your website can establish your company as an expert advisor and build

trust. These resources also generate traffic to your website as new prospects search online for answers. The content can also be shared via social media and gain more traffic through the social media referrals. Plus, prospects educated by your sales resources are closer to buying when they contact, increasing profitability by shortening the sales cycle.

Add Content to Your Site

By saying add content what I really mean is blog. And I know you probably think "blog" is a dirty word. Your blog doesn't need to be a traditional blog. You just need to update your site with information that interests your target market.

- Post photos announcing new staff members and share information about them as they join your team.
- Publicize community involvement.
- Post photos and descriptions of in-progress or finished projects on the website.

Tell Everyone About Your New Boats

After you create those resources make sure you share them, remember island, boats ...

- On your telephone hold message tell people to look for resources on your website.
- Consider linking to the resources from appropriate personnel email signatures.
- Link to your online pay portal or billing FAQ from your invoices.

- Email links to resources as needed instead of emailing the resources themselves.
- Reference your resources on printed marketing materials.
- Send an email out to your mailing list with a link to new website content (hint: this can be automated so it's not such a hassle).
- Also tell your social media following.
- Some apps such as WiseStamp will automatically add your latest social media post or blog post to your email signature so you can passively drive traffic back to your website, through day to day email correspondence.

Advertise Online

If your website is new or you don't have a good database of marketing contacts on email or social media you may need to consider engaging in online advertising.

- Advertise on other well trafficked sites that reach your target market.
- Place an ad or article on another company or organization's newsletters.
- Try pay per click advertising on Google or social media.
- Run a retargeting campaign to display ads to people who have visited your website and encourage them to return.

Run a Contest

An online contest can build interest and generate site visits. For example: run a "worst driveway" contest. Encourage people to post a picture of their driveway on your website. Announce a winner each week on your website and email all the contestants. Then at the end of the summer, draw a winner and repair some needy person's driveway.

List in Directories

Google search for your business and if directories display above your company website for general terms related to your business consider listing in those directories. Not all of them are free or even relevant so weigh your options and choose the ones that are the best fit.

Publish Content on Other Industry Websites

Publishing content on a well-rounded and well distributed website can gain traction for your own website. By linking people back to your site in your author profile and referencing other articles you've written on your own blog you can borrow the site's audience and drive that traffic to yours.

Wrapping Up

These are just a few examples of boats that can drive traffic to your website island. And not all of them apply to everyone. To know what's best for you take a look at your business and consider what resources you already have at hand. Start with the easiest activities for you like adding your website to your email signature or to your invoices then build from there.



Monica Pitts

Monica is the creative force and founder of MayeCreate. She has a Bachelor of Science in Agriculture with an emphasis in Economics, Education and Plant Science from the University of Missouri. Monica possesses a rare combination of design savvy and technological know-how. Her clients know this quite well. Her passion for making friends and helping businesses grow gives her the skills she needs to make sure that each client, or friend, gets the attention and service he or she deserves.





Calendar of Events

September 28, 2016

17th Annual MAPA-REF Golf Outing

Mark your calendars. MAPA-REF's 17th Annual Golf Outing will be held September 28, 2016 at Tanglewood Golf Course in Fulton, MO.

October 18, 2016

11th Annual MACTO Conference

Branson Convention Center

November 13-15, 2016

2016 Missouri Chapter APWA Fall Conference

Holiday Inn Executive Center

January 9-11, 2017

27th Annual MAPA Conference

Mark your calendars. MAPA's Annual Conference will be held January 9-11, 2017 at the Holiday Inn Executive Center in Columbia, MO.

February 23, 2017

Black to Basics Spring Training

MAPA's fourth annual Black to Basics Spring Training will be held February 23-24, 2017 in Columbia, MO.

TOP TRAITS U.S. DRIVERS WANT FROM ROADS

Asphalt road resurfacing can be done during off-peak hours, ensuring a consistent level of performance without inconveniencing commuters. As a rule, asphalt is smoother than concrete and smoother surfaces provide a safer, more comfortable, high performance ride.³ Smoother surfaces also result in less fuel consumption⁴ and lower vehicle maintenance costs.² If well maintained, asphalt roads are "like new" after 50 years or more.

Conversely, concrete roads degrade over time and are costly and time intensive to repair,⁵ forcing drivers to deal with either damaged roads or lengthy detours and delays. Concrete rehabilitation usually means removing slabs or entire pavements,⁶ if new concrete is poured, traffic must stay off the road due to concrete's need to cure.⁷ At the end of their service life, concrete pavements often have to be completely reconstructed from the ground up.⁶

Edelman Berland surveyed 3,085 drivers from across the United States in March 2014 and asked them to identify the road attributes of greatest importance to them. Despite frustrations born of a lack of regular pavement maintenance, drivers and truckers alike prefer what asphalt can provide – well-maintained, smooth roads that keep them safe.

To learn more, visit www.DriveAsphalt.org/Drivers



The APA is a partnership of the Asphalt Institute, National Asphalt Pavement Association and the State Asphalt Pavement Associations.

WELL MAINTAINED

The facts are clear: the public wants well-maintained roads, but without the hassle of road closures. In fact, more than 8 out of 10 drivers and 7 out of 10 truckers surveyed want maintenance performed during off-peak hours.



SAFE

When presented with 14 factors to consider when building a road, more than half of drivers chose safety as a top priority. Smooth, well-maintained roads are safe roads, reducing the risk for traffic-related crashes.¹



SMOOTH

Nearly 7 out of 10 drivers said they are fine with periodic maintenance delays if it means a smoother driving experience. Smoother roads are more comfortable and cause less wear-and-tear on vehicles, making them more cost efficient for drivers.²



Edelman Berland Survey March 2014, U.S. Drivers 18+; MOE: ±1.8%

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APA – NORTHCENTRAL REGION

The Asphalt Pavement Alliance (APA) has recently taken a regional approach as it deploys material from its Pavement Economics Committee (PEC) and Go to Market (GTM) Committee. The APA began its regional approach in the northcentral region of the United States. This region aligns with the North Central Asphalt User Producer Group (NCAUPG). The region includes Missouri along with 10 other states. APA's first step in focusing on this region was to hire Mr. Dan Staebell as a Regional Director. Dan has been in the asphalt industry for over 30 years and his experience includes work in the emulsion industry, as an asphalt state executive and most recently with an asphalt contractor. Soon after being hired Dan began planning the first APA Northcentral Regional meeting. The meeting was held in Chicago July 6-7. The meeting allowed each state to discuss initiatives that were important in their region. The group developed the top four initiatives for this region: rehabilitation, life cycle cost analysis, commercial design and pavement design. Along with developing overall topics to focus, the group also developed specific tasks and associated metrics needed for success. Dale Williams gave a presentation on needs in Missouri and his discussion lined up with the top initiatives that were established. The next step includes developing the Northcentral Regional Council, which is a group of local industry leaders who will provide insight and participation to ensure each initiative is reached. "This is a great opportunity for our region to come together and collectively protect our market share and look for ways to further the usage of asphalt," Dale Williams stated.

The APA is a coalition of the state asphalt associations, National Asphalt Pavement Association and the Asphalt Institute. MAPA is a long-standing supporter of APA through its financial support and Dale's participation on various committees. For more information visit www.asphaltroads.org.



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Foley Equipment.....	14	ROADTEC	16
Hawthorn Bank.....	6	Roland Machinery Co.....	13
Keystone Engineering	5	Ultrapave	6
Mississippi Lime	2	Vance Bros Inc.	5

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