

The logo features the word "MAPA" in a bold, black, sans-serif font with a white outline. A stylized yellow and black road graphic with dashed white lines curves under the letters. Below this, the words "ASPHALT NEWS" are written in a large, white, sans-serif font with a black outline. The background of the entire page is a blurred photograph of a road with asphalt in the foreground and cars and trees in the distance.

MAPA ASPHALT NEWS

Missouri Asphalt Pavement Association

Summer 2016

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MAPA ASPHALT NEWS

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

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4 The Importance of Investing in Transportation

As the 2016 election cycle winds down, take the time to visit with your local officials and educate them on the importance of investing in transportation.

5 Building New Relationships and Fostering Existing Ones

This year's Summer Social was a huge success.

5 State Asphalt Pavement Associations Summer Meeting

In August, 32 State Asphalt Pavement Associations gathered in Des Moines, Iowa, for the SAPA Summer Meeting

6 NAPA's Midyear Meeting

Nearly 300 attendees traveled to Seattle for NAPA's 2016 Midyear Meeting, July 17-19, to participate in committee meetings, hear the latest industry trends presented during new 30-minute micro-sessions, and network with industry peers.

8 The Essential Millennial

Researchers and marketers need something to call people born after 1980, so this bad rep is reflected upon everyone. Let's take a minute to understand Millennials.

10 Rethinking the Link Between Pavement Albedo and the Urban Heat Island Effect

Dark-colored surfaces attract heat, and light-colored surfaces reflect it. Some claim, this easily observed phenomenon contributes to the urban heat island effect (UHI), which is the tendency for urban areas to become warmer than nearby rural areas due to a built environment that absorbs more solar energy than grass and trees.



Executive Director
Dale Williams

The Way I See It **THE IMPORTANCE OF INVESTING IN TRANSPORTATION**

As I write this, the November general election is just over a month away. If you're like me, you are probably growing tired of the constant rhetoric and seemingly endless onslaught of commercials. However, there is one thing that seems

unique about this election cycle, at least on the national level; both presidential candidates are talking about infrastructure spending. It's hard to believe that in such a polarizing time in politics that Donald Trump and Hillary Clinton actually agree on something.

Hillary's plan, called "Building Tomorrow's Economy Today", specifically calls for increasing direct public investment in infrastructure improvement by \$250 billion over five years, creating a national infrastructure bank to support up to \$225 billion in direct loans, loan guarantees, and other forms of credit enhancement and generating the necessary revenue through "business tax reform" to support these enhanced investments. While Donald has not released a formal infrastructure plan, he has stated that we need to at least double what Hillary has proposed. Paying for Donald's plan would involve the public, investors and bonding.

At the state level, the gubernatorial candidates Chris Koster and Eric Greitens also agree we have an infrastructure problem. Neither candidate has a formal proposal for transportation. Greitens believes that MoDOT must regain Missourians' trust before they agree to spend more money. Koster believes that it is too important of an issue for one person to name the funding proposal, but believes he can formulate a funding proposal by working with interested lawmakers and then campaigning for it statewide.

As the 2016 election cycle winds down, take the time to visit with your local officials and educate them on the importance of investing in transportation. If we are going to move the needle on transportation investment, we will need leadership at the national, state and local levels.



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Summer Social
BUILDING NEW RELATIONSHIPS
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With over 90 in attendance, this year's Summer Social was a huge success. We started the event off with a cruise around Lake Taneycomo on the 100' luxury yacht, Landing Princess. We were greeted by much wildlife including some bald eagles along the way. Following the cruise we met at Clear Lounge for some cocktails and conversation prior to dinner. After dinner, some made the venture down to Ernie Biggs Dueling Piano Bar for some great music and beverages. The next day began with breakfast and for a few, a try at golf at Buffalo Ridge Golf Course.

We enjoy putting this event together and for what it means to have our members come together to build new relationships and foster existing ones. We would like to thank our sponsors this year for making this event possible.

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Summer Meeting
STATE ASPHALT PAVEMENT
ASSOCIATIONS (SAPA)

In August, 32 State Asphalt Pavement Associations gathered in Des Moines, Iowa, for the SAPA Summer Meeting, led by SAPA 2016 Chairman Bill Rosener of the Asphalt Paving Association of Iowa. NAPA Chairman Kevin Kelly of Walsh & Kelly Inc. and NAPA President Mike Acott, as well as NAPA staff Dr. Audrey Copeland and Ester Magorka, participated in the meeting.

Kelly, Acott, Copeland, and Magorka provided updates on national initiatives, including developments on Capitol Hill, OSHA's silica rule and asphalt milling, take-aways from the recent Eurasphalt meeting, and overviews of Pavement Economics Committee research and the Go to Market program, as well as highlights of industry initiatives to improve performance and ensure durability. Amy Miller and Dan Staebell from the Asphalt Pavement Alliance also provided a detailed update on deployment activities.

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NAPA Midyear Meeting **NEW MICRO SESSIONS SHINE**

Nearly 300 attendees traveled to Seattle for NAPA's 2016 Midyear Meeting, July 17-19, to participate in committee meetings, hear the latest industry trends presented during new 30-minute micro-sessions, and network with industry peers.

At the Monday luncheon, WAPA's David Gent welcomed attendees to his state and provided a snapshot of the issues contractors in his state are facing. Keynote Hari Kalla, FHWA Director for the Office of Asset Management, Pavement & Construction, shared the agency's vision for working with the industry to improve pavement performance. Kalla previously was responsible for FHWA's Every Day Counts accelerated innovations program. Kalla was followed by recognition of the 2015 Operational Excellence Award winners for marketing, community outreach, safety, and ecological operations. IMPACT Leadership Group Chairman David White closed out the luncheon with a video explaining the new branding of the group formerly known as the Young Leaders.

The new 30-minute micro sessions preceding many of the committee meetings were well received. It was standing room only to an enthusiastic crowd who heard the U.S. Chamber of Commerce's Ed Mortimer and Greg Cohen from the U.S. Highway Users Alliance in "Not So FAST — We Still Need a Revenue Increase for Highways!" micro session. Attendees were eager to hear opportunities where they could continue to put pressure on Congress for HTF permanent funding. Randy West from NCAT provided two interactive micro sessions on "Improving Performance What Can You Do NOW!" When he asked the audience which issues have led to durability problems in their market it was interesting that the top answer from the audience participation was "bad underlying layers" followed by "not enough asphalt in mixes." In "Green Rating Systems: Today's Credit and Tomorrow's Greener Vision," Nicole Jackson and Jeralee Anderson from Greenroads gave contractors tips on how to prepare to participate in a green rating system-required project and what to expect in the near future. Green rating systems were particularly popular since NAPA was able to get concrete material biases removed recently from Greenroads and Green Globes. In "Complying with OSHA's New Silica Rule," Chris Trahan with CPWR: The Center for Construction Research and Training had many questions to answer following the session as attendees brought up unique scenarios at their companies. Pavia System's George White presented "What's New With PaveXpress" and gave attendees an opportunity to learn about the new beta version of PaveXpress 3.0.

NAPA would like to thank the sponsors who made the Midyear Meeting possible:

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Calendar of Events

- **2016 11th Annual MACTO Conference**
October 18-19, 2016
Branson Convention Center, Branson, MO
- **2016 Missouri Chapter APWA Fall Conference**
November 13-15, 2016
Holiday Inn Executive Center, Columbia, MO
- **Missouri S&T 59th Annual Asphalt Conference**
November 29-30, 2016
Havener Center, Campus of Missouri S&T, Rolla, MO
- **27th Annual MAPA Conference**
January 9-11, 2017
Holiday Inn Executive Center, Columbia, MO
- **Black to Basics Spring Training 2017**
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* ATRI, Cost of Congestion to the Trucking Industry, 2014 • † TRIP, Bumpy Roads Ahead, 2012 • ‡ TTI, Urban Mobility Report, 2012

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THE ESSENTIAL MILLENNIAL

Millennial to many of us is a dirty word. It translates into entitlement, laziness, and a lack of communication and life skills. Millennial is even a dirty word to some millennials. Many of us, myself a borderline millennial included, were raised by parents who believed loving us meant giving us all kinds of love, even the tough kind. We are just as annoyed by the slackers, maybe even more so than those of older generations. Researchers and marketers need something to call people born after 1980, so this bad rep is reflected upon everyone.



Bad or good, most millennials share qualities differentiating them from older generations

- Raised with technology since birth**
 Millennials have lived in a world with color TVs in every living room and most kitchens. They've never fought over who would get up to change the channel, instead debating over who has ultimate control over the remote. Exposure to computers started in early elementary school as well as reliance on the internet for information.
- Short on patience and quick to discern**
 Patience is low because millennials never experienced the necessity of digging through encyclopedias and phone books for information. Instead what they need is delivered in a quick Google search. This ease of access to information often makes millennials more discriminatory. The internet isn't a highly proofed encyclopedia but a collection of opinions. Millennials have learned to sort through the junk to develop their own truth in the information they seek.
- Tolerant of other cultures**
 As the children of flower children, millennials tend to base cultural judgments on their parents' value of equality. They are the most accepting of other cultures of all generations. Sometimes to an extreme.
- Early adopters**
 Because millennials have experienced technology since birth they're more open to new technology. Especially if they can see a potential benefit from utilizing it.
- Confidence with a need for acceptance**
 Recipients of participatory ribbons, millennials built confidence in their abilities. Those same ribbons trained them to find extreme gratification in recognition. It's a double-edged form of confidence. Feeling they can tackle a task and after doing so wanting recognition for the outcome.

Market on the intersecting values

Instead of focusing on exactly how you're different from millennials and pointing fingers about who's better, focus on the values you share. Your values as a company should not change because millennials work for you and buy your products. Those values are what make you great. Companies who successfully transition maintain their values and apply them through new mediums.

- Family first**
 All parents want their children to lead a life better than their own. Many millennials were raised in split families. They place a high emphasis on family time and like their parents before them, endeavor towards being good parents. Their family is often placed before their own personal needs.
- Positive messaging**
 Nobody likes a negative nancy or excessive complainer. Millennials are no exception. A positive work environment and marketing message can create buy-in for your business and product.
- Personal interactions**
 Everyone likes to feel important, to be spoken to like you're the only person in the room. As recipients of participation awards, millennials crave connection. Personal interaction may not be face-to-face, it may be virtual, but the emphasis on personal relationships remain paramount.
- Deliver on promises, don't lie**
 A man is only as good as his word. Social media and business reviews display the ethics of your company for all to see. Millennials will discover you're lying before they even meet you. They'll Facebook stalk you and consult the opinions of their friends, parents, and online reviews. They feel confident finding information and making decisions, including the decision to work with your competition.

- **Open communication**
 Surprise parties are about the only good surprises in business. Letting people know what to expect is the foundation for good customer service. The millennial version of this just starts earlier in the relationship, before even meeting you. They expect to find information about your product on their own prior to speaking to a sales person. Provide millennials with the information they need to make an informed buying decision and you will be the first in line when they pick up the phone.

Gain a competitive edge

- **Be prepared to offer instant gratification**
 Stop thinking of instant gratification as entitlement and start thinking about it as excellent customer service. Offer auto email responders, have humans answer the phone, provide instant quotes and resources for those at the beginning of the buying cycle.
- **Personalize it**
 Don't just say your customers are like family, prove it. Address them by name in your marketing and acknowledge you know them. Use photos they can identify with and find a way to marry professional with fun. For example, every order I place for my dog at 1800petmeds.com is delivered with a dog treat. I care enough about my dog to order medicine, they care enough about my dog to offer a treat.
- **Polish your online presence**
 Millennials will compare you with your competition online, make sure you stack up. Your website is their first impression of your company. For example, if your competition offers an online estimator and photo gallery of their work make sure you do the same. (And take better pictures too!) Millennials will also judge your company based on visual appeal and have a higher likelihood of leaving unprofessional looking or slow loading sites.
- **Mobile friendly is a must**
 Pew Research Center found 83% of Millennials sleep with their cell phone. Your website needs to appeal to the decision maker, regardless of how they're viewing it.

- **Genuine Imagery**
 Because the millennials initial interaction with your company is online they're slower to connect with the human element of your company. Show them you're real people by using real photos in your marketing.

Mediums to reach millennials

- **Keep up direct mail and door hangers**
 Direct Mail and door hangers, especially when personalized, still have the potential to reach millennials. Printed newsletters also do a great job of sharing your company's values and story.
- **Connect via email**
 Email is easy to personalize and inexpensive to send, make sure email campaigns are mobile-friendly. Find a balance providing educational content, examples of completed projects and highlighting company employees, news and achievements. Educational content establishes you as an expert while completed projects and company news add a human element to your marketing.
- **Show them through video**
 Video can effectively and concisely communicate a story for the impatient millennial. Once again, focus on the human element of your business and let your personality shine through.
- **Social media of course**
 As you venture into social media, remember, it's about being social. You're not going to make friends if you're just trying to sell stuff. Take a strategic approach to your social media sharing content and monitoring reactions to learn what information garners the best response from your audience.

Monica Pitts



Rethinking the Link Between Pavement Albedo and the Urban Heat Island Effect

Dark-colored surfaces attract heat, and light-colored surfaces reflect it. Some claim, this easily observed phenomenon contributes to the urban heat island effect (UHI), which is the tendency for urban areas to become warmer than nearby rural areas due to a built environment that absorbs more solar energy than grass and trees.

The search for ways to mitigate the UHI effect has led some to suggest that the construction of reflective pavements could alleviate its impact. The thought process is that lighter pavements would reflect solar energy into the atmosphere, dispersing excess heat, especially during warmer seasons. However, existing published pavement research does not support this tactic as a best practice for UHI mitigation.

UHI is a serious issue affecting many cities around the world. Green construction codes and green building rating systems try to address it by offering credits for porous paving systems and vegetative and structural shading of hardscapes. Many, but not all, encourage the use of lighter, concrete pavements because they have a higher initial albedo than darker asphalt pavements without regard for the fact that pavement albedo changes over time.¹

Effective UHI mitigation requires close consideration of the science and ensuring the intended goals are met without unintended consequences. However, most of the published studies on the issue focus on high-albedo rooftops or the combined effect of rooftops and hardscapes. These are the studies often used to support ground-level albedo modification — even though they don't assess albedo at the ground level.

Recently, researchers have begun to look at the actual impact of reflective pavements on UHI.



One study concluded that, “Reflective pavements seem to have been the least effective methods of cooling urban temperatures.”²

Part of this is due to complicated urban geometry. Buildings often cast shadows on the pavements, limiting their ability to reflect energy.³

The studies of reflective pavements are also finding significant unintended consequences as a result of their use, including an increase in building cooling loads due to reflected solar radiation and increased human discomfort. For example:

- Increasing pavement solar reflectivity from 0.1 to 0.5 increased annual building cooling loads up to 11%.⁴
- Increasing pavement solar reflectivity from 0.15 to 0.5 substantially impacts the comfort of people standing or walking on the more reflective pavement, and increases the temperature they feel by 3°C to 6°C.⁵
- Infrared satellite imagery (Figure 1) demonstrates that darker pavements can be as cool or even cooler than reflective pavements.^{6,7}
- Reflective pavements can increase upward light scatter, adding to nighttime light pollution.⁸
- Widespread albedo modification has the potential to negatively impact regional hydroclimates and to reduce summertime precipitation.⁹

Yang et al. (2015) provides a solid overview of these and other unintended consequences of reliance on albedo modification as a UHI mitigation strategy.¹⁰

Even if we disregard the unintended consequences, a key question remains: Does albedo modification help address anthropogenic climate change or does it simply mask the problem? A recent National Academy of Sciences study, *Climate Intervention: Reflecting Sunlight to Cool Earth*, says it's the latter. The authors write: "Albedo modification techniques mask the effects of greenhouse warming; they do not reduce greenhouse gas concentrations," and "It is far easier to modify Earth's albedo than to determine whether it should be done or what the consequences might be of such an action."¹¹

Similarly, a U.S. Department of Energy report on UHI research found that "the challenges faced in measuring cool pavements as opposed to cool roofs are significant simply due to the complexity of measuring the pavement's influence upon building energy demand — this implies that there still remain significant challenges to be overcome in establishing such estimates."¹²

While using reflective pavements may seem a simple solution to the UHI problem, the science does not support its widespread adoption, and the identified unintended consequences could create additional problems as our urban areas seek to address climate change.

Figure 14. Porosity and Pavements. ASTER imagery of pavement variations. Phoenix, Arizona, October 30, 2003.

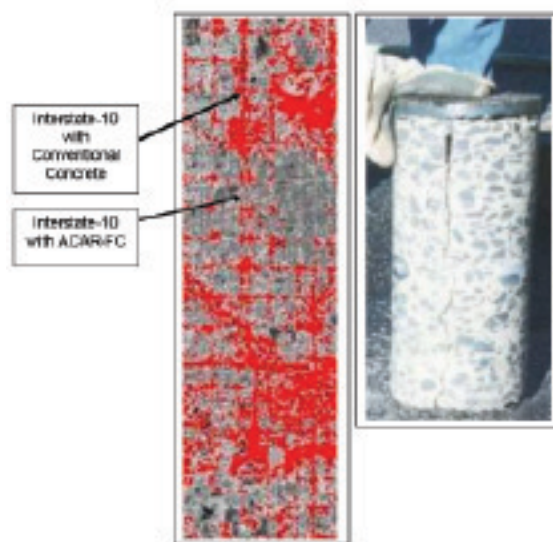


Figure 1: ASTER Imagery of Pavement Variations. Phoenix, Arizona, October 30, 2003.⁷

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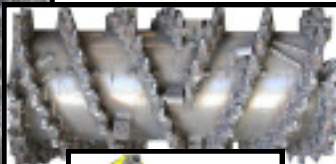
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Superior Bowen Asphalt Company
Willard Asphalt

Non-Producer Paver

Byrne & Jones Construction
Ford Asphalt Company
Leritz Contracting, Busy Bee Paving
L. Keeley Construction
L. Krupp Construction Company
Musselman and Hall Contractors, LLC
Seal-O-Matic Paving

Bituminous

Apex Oil
Coastal Energy
Ergon Asphalt & Emulsions
Flint Hills Resources
Heartland Asphalt Materials
Missouri Petroleum Products, Inc.
Phillips 66 Asphalt
Western Refining

Aggregate

Ash Grove Aggregates
Boone Quarries/Norris Quarries
Bussen Quarries
Holliday Sand and Gravel
Hunt Martin Materials
Mid-America Sand, LLC
Southeast Missouri
Stone Company, Inc.

County & City

Boone County
City of Jefferson Public Works
City of Lebanon, Mo
City of Springfield Public Works
City of St. Louis Streets
City of Warrensburg Public Works
Cole County Public Works
Greene County Highway Department
Lincoln County Public Works
State Technical College of Missouri

Engineering/Consulting

Central Missouri Professional Services
Engineering Surveys & Services
H.W. Lochner

Associate

Alliance Geosynthetics
Antigo Construction Inc.
Asphalt Drum Mixers, Inc.
Asphalt Shingle Grinding Services
Astec Industries
Barker, Phillips, & Jackson Inc.
Berry Tractor & Equipment
Bluegrass Testing Laboratory
BOMAG Americas
Buckley Powder
Buildex, Inc.
CMW Equipment
Central Power Systems & Services
ChemStation

Corrective Asphalt Materials, LLC
Dustrol, Inc.
FabickCAT
Foley Equipment
Getz Recycling Equipment LLC
GS Grinding Services, LLC.
G.W. Van Keppel Co.
Hansen RAS, LLC
Heatec, Inc.
Home Builder's Association
of Central Missouri
Ingevity
Interstate Testing Services
Lockton Companies
Luby Equipment Services
Maxam Equipment
Mississippi Lime Co.
Murphy Tractor & Equipment Co.
Palmerton & Parrish Inc.
Paving Maintenance Supply
Pavon Corp.
Petro Logistics, LLC
Premier Testing Labs
Purple Wave Auction
Road Science
Division of ArrMaz Custom Chemicals
Roadtec, Inc.
Roland Machinery Co.
Schaeffer Specialized Lubricants
Scotwood Industries, Inc.
Seal Master of St. Louis
Spirit Asphalt Inc.
Tag Truck Center
Tarmac International, Inc.
Transwest Truck Trailers
Tri-State Construction Equipment
Ultrapave
Unique Paving
Victor L. Phillips Co.
Wright Asphalt Products Co.

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