

MAPA **ASPHALT NEWS**

Missouri Asphalt Pavement Association

Spring 2018



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the MAPA Summer Social!**

PAGE 5



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ADVERTISER’S INDEX

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CMW Equipment	8	Missouri Petroleum.....	9
Ergon Asphalt & Emulsions, Inc.	15	Murphy Tractor & Equipment Co.	2
Fabick CAT	13	Premier Testing Laboratories, LLC	15
Foley Equipment.....	12	ROADTEC	16
Hawthorn Bank.....	4	Roland Machinery Co.	8
Interstate Testing Services	6	Ultrapave	5
Keystone Engineering	8	Vance Bros Inc.	6

MAPA ASPHALT NEWS

Missouri Asphalt Pavement Association

Spring 2018

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 Way I See It

When it comes to transportation funding in 2018, we have moved the needle.

5 MAPA Summer Social

Mark your calendars now. We are heading to St. Louis for MAPA's Summer Social.

6 "WatchForUs" Campaign

Join the #WatchForUs movement and share your personal stories, testimonials, videos, and graphics to bring attention to this important cause. Slow down, pay attention, save a life!

8 New Hire Safety

Finding creative ways to engage the new hires in hazard recognition and mitigation can help send everyone home safe at the end of each day.

9 ASCE Face-to-Face Seminar

Check out this seminar designed to take both the experienced everyday pavement designer and the newcomer and introduce them to the simplified world of pavement design using modern computational tools such as WESLEA for Windows and PaveXpress.

10 Marketing for Commercial Leads

It takes a lot of networking and "who knows who" to get a leg up in the commercial market. Check out these ideas to break into it or expand your foothold.

12 Missouri S&T Update

Announcing a new research project and new asphalt courses at Missouri S&T.



Executive Director
Dale Williams

The Way I See It
MOVING THE NEEDLE IN 2018

When it comes to transportation funding in 2018, we may not have been successful in passing a funding proposal, but I think most would agree we have moved the needle. As I write this, there is still one week left in the 2018 regular legislative session, still enough time to pass a transportation funding bill. However, there is currently not a bill with any momentum. With that said, you may be asking yourself just how did we move the needle in 2018? On January 1, the 21st Century Missouri Transportation Task Force, which I was fortunate and honored to serve on, released our report recommending a series of solutions to fix Missouri's transportation funding problem. During the 2018 session, six different bills were introduced that would have made significant strides toward fixing the problem. The bills included a mix of gas and diesel tax increases, increases in registration and license fees, and a sales tax to fund the Highway Patrol that would free up existing funds for transportation. A couple of the proposals even included an index for future inflation. There was also a number other bills ranging from tolling to bonding, an emergency road bridge fund and other miscellaneous fees all dedicated to increasing funding for transportation. I can tell you in the eight years that I have been working for MAPA, I have not seen this level of activity at the Capitol with regard to transportation funding. This did not happen by accident. It is through the hard work of stakeholders and engaged constituents that we have raised the awareness of the funding crisis and our elected officials have started to take notice. While we may not have been successful this session, we have moved the needle. Stay engaged. We are going to win the battle!

Asphalt. FACTS
THE TRUTH ABOUT ASPHALT PAVEMENT
Asphalt Pavement Alliance

FACT #64: American taxpayers save More than \$2 billion per year by recycling asphalt.

- The asphalt industry is the country's number one recycler.

FACT #108: America's roads represent an asset valued at more than \$2.4 trillion.

- Asphalt is the cost-effective solution to maintaining and enhancing the value of our road network. Already, 95 percent of our road system is surfaced with smooth, safe, durable, quiet asphalt.

FACT #43: Asphalt pavement gives the best return on investment of any paving material.

- When appropriately designed and constructed, an asphalt pavement will never need to be removed and replaced. The pavement structure will last indefinitely, so its value will also last indefinitely. With concrete, when the pavement reaches the end of its design life, it cannot be rehabilitated cost-effectively.

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St. Louis, Missouri

MAPA has begun planning for this year's Summer Social and we are excited to announce our new location for this year, St. Louis.

That's right! St. Louis is our destination for the 2018 MAPA Summer Social. We will be staying at the Hilton St. Louis at the Ballpark. This year's event will take place on July 12-13, 2018. Mark your calendars now, as we have some exciting plans for those that attend this year.

Our event will begin with tours of the St. Louis Cardinals Stadium and conclude with a social and dinner on the warning track. We also have a guest appearance planned and for those who think they can throw a perfect fastball, pitching in the bullpen!

On Friday we will follow tradition with a round of golf at Tapawingo National Golf Club for those interested.

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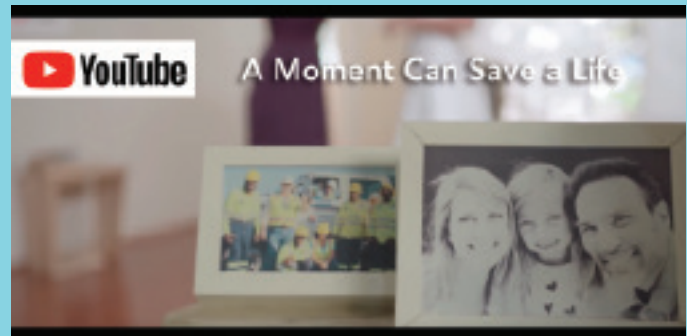
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WATCHFOR.US CAMPAIGN

Every year more than 600 people are killed in roadway work zones. Construction companies are dedicated to ensuring the safety of their workers and the driving public. Roadway work zones use a variety of warning systems, barriers, and other traffic controls to make sure that drivers and work zones stay separated, but it just takes a moment of distraction for an accident to happen and for lives to be changed forever.

The “WatchForUs” campaign includes a short film entitled “One Moment Can Save a Life” that depicts a fictionalized story on the impacts of distracted driving to one family, as well as real-life testimonial videos from industry figures whose colleagues and friends have been directly affected by work zone accidents. Additional resources include an infographic that brings work zone safety statistics to life and social media graphics to share on your social media channels.



Work zone safety is everyone's responsibility.

Learn more at www.watchfor.us



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A Moment Can Save a Life

When driving in a work zone, pay attention. Someone's future is in your hands.



765

people died in roadway work zone crashes in the U.S. in 2016...

- 14%** were pedestrians
- 19%** were construction workers
- 67%** were drivers and passengers*

A car going 55 mph travels the length of **1.25** football fields in the **4.6** seconds it takes to read a text*

80% chance of fatality when struck by a vehicle going 40 mph*



Average number of texts sent/received per day: **32***

Texts requiring an answer while you are driving: **0**

Visit www.WatchForUs



*American Transportation Builders Association (ATBA) 2016 Work Zone Fatalities and Injuries
 †Crash Modification Factor (CMF) for Work Zone Roadway Closures, FHWA, 2014
 ‡Federal Highway Administration (FHWA) 2016 Work Zone Fatalities and Injuries
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 ****Crash Modification Factor (CMF) for Work Zone Roadway Closures, FHWA, 2014
 *****Crash Modification Factor (CMF) for Work Zone Roadway Closures, FHWA, 2014

NEW HIRE SAFETY

Written by Jordan Janet, Delta Companies, Inc., produced by the Safety Committee



“Rookies”... “greenhorns”... “newbs”... whatever term of “endearment” we give them, new hires present a heightened statistical risk in our industry. As we kick off the 2018 season, consider your onboarding process from the perspective of someone new to our industry or your company. Do we provide them with the right tools and knowledge to participate safely? Are they aware of the hazards they will be exposed to before the exposure occurs? Many companies have implemented programs such as experienced mentors, unique hard-hats for newer employees, and beefing up their safety orientations as part of the onboarding process. Finding creative ways to engage the new hires in hazard recognition and mitigation can help send everyone home safe at the end of each day. You should consider the same! Contact the MAPA Safety Committee for some inspiration, or to share any ideas you have found to be a success!

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For more information

https://moasphalt.org/wp-content/uploads/2018/04/ASCECourseFlyer_Draft02_2018.pdf

To Register

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Getting commercial leads is all about shaking hands and kissing babies, right? But what babies to shake and what hands to kiss? It takes a lot of networking and “who knows who” to get a leg up in the commercial market. Here are some ideas to break into it or expand your foothold.

Diversify Your Efforts

Start with a well rounded approach balancing boots on the ground and online activities. With the exception of low-bid projects, the commercial construction business is still built on relationships. Right now, your leads may be generated largely from face-to-face activities, building relationships and good old referrals. But commercial decision making roles are changing hands as businesses and positions are earned by Generation X and older Millennials. These new decision makers don't intake their information in the same way as their predecessors.

Keep Your Boots on the Ground

Even though everything feels like it's moving online, to generate commercial business you'll still need to invest energy in focused networking activities. Let's explore a few ways to get the best mileage out of those man-hours.

Join an Association

Choose an organization that offers you the best opportunity to meet people in your target market and find a way to get involved. Joining an organization not only offers opportunities to network — it also helps you better serve your customers needs by educating you about the challenges they face.

Where does your target market congregate? For example, if your goal is to pave more parking lots consider the types of businesses building or repaving parking lots. Maybe retail? Lucky for you there's a Missouri Retailers

Association. Retail not your audience? Don't worry, there's an association for everything, even an association for associations. Above all get involved, you'll only get out of it what you put into it.

Attend the Right Trade Shows & Conferences

Determine your goal before participating in events. Attending trade shows and conferences might be about closing leads, or generating leads to work later. Maybe you're hoping to foster relationships. Define your goals first and examine events with that criteria in mind:

- Consider selecting industry specific trade shows instead of general “chamber of commerce” style events.
- Experiment with attending shows of different sizes, both in terms of vendors and attendees. A smaller targeted event may yield more opportunities to engage in valuable conversations than a larger less targeted event with tons of walk-through traffic.
- Ask about the types of attendees to ensure you'll make connections with decision makers.
- Ask clients in the industry and other vendors what conferences or shows they find most effective.
- Before attending the event, scope out the members of the association that would be good to know, and review the other exhibitors to identify potential strategic alliances and prospects.

Develop Strategic Alliances & Ask for Referrals

Who else speaks to the people you want to talk to? Look for people outside your industry who come in contact with your target market regularly. Making friends with a commercial banker may pay out in spades, or you might find that an architect could be your best friend. To find the best referral sources evaluate the decision making process of your audience and who they come in contact with before they find you.

Be a Speaker

Volunteering, hosting lunch-and-learns or speaking at conferences is a great way to establish credibility with your audience. Many local clubs, like Rotary or Kiwanis, and even state associations schedule speakers regularly to educate club members. Contact the association President to ask about speaking opportunities. Even with a captive audience remember to keep their needs in mind:

- Answer commonly asked questions and keep your subject matter focused on your audience.
- Dazzle them with your knowledge but don't sell.
- Establish credibility through transparency about your industry. Tell them what they really want to know.

Make the Move Online

Relationships don't just start around a banquet table anymore, they begin online with a glance at your website. Generation X and Millennials first stop is Google when researching new ideas. Especially if the service is not familiar to them and/or not performed by someone they know. Wouldn't it be great if they found your business online?

Get a Rockin Website

People assume you have a website. And if you work for an awesome company they assume your website will also be awesome. If the first interaction prospects have with your company is your website and your site stinks, what do you think they'll assume about your company? People are going to check you out, this is your opportunity to shine. Show up with your boots polished and your shirt tucked in.

Invest in SEO

In order for prospects to learn about your company they have to find you first. Building a website may only take a few months, but keeping your business on the first page of Google is an ongoing activity. In five years, your need to show up on Google will be even greater than it is now. But you won't be there in five years without a plan in place today.

Promote Your Work

Your work, and the companies that depend on you, are a testament to your abilities. Add a portfolio to your website. Share projects on social media and highlight them in email newsletters. It shows prospects you're a thriving company others trust with their hard earned money. Promoting it online gives people a reason to come back to your site and increases awareness of your company and services.

Become a Thought Leader

Don't just tell people you can help — show them. Share advice. Write a blog, shoot a video, or design a graphic viewers can latch onto. Describe the complicated environment in which you work, and explain why you succeed. Publishing information shows how much you care about what you do while highlighting your expertise and forward thinking.

- A blog is a great way to generate visitors to your website and boost your position on Google, plus it generates resources to share on social media.
- Branch out and inquire about writing for an association newsletter to align yourself with a brand your target market trusts.
- If you're short on time, consider commenting on blog articles related to your industry. It will keep you up-to-date on what's trending and also generate links back into your website, which is great for your own SEO.
- Record a video of your speaking opportunities and upload it to YouTube. Post your slide decks on your website and SlideShare for extra exposure from your talks.

Set Yourself up for Success

To get commercial business you need to keep up the shaking hands and kissing babies. All while knowing your prospects will use the web to find you and decide if you're legit. A commercial deal can take months if not years to close. If the hands you shake today will be retired tomorrow you have a problem. Keep your boots on the ground and make the move online so your sales funnel is still full of leads that will close five years from now.



Monica Pitts 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.



MISSOURI S&T UPDATE

- Missouri S&T joined the University of Missouri-Columbia in a new MoDOT research project titled “Understanding and improving heterogeneous, modern recycled asphalt mixes.” The project is focused on in-depth analysis of the factors controlling the performance of recycled asphalt mixes.
- New asphalt courses at S&T. Restructuring existing asphalt/HMA course CE5112 (Fall 2017). Two new courses with significant asphalt contents (Spring 2018), CE4001 Infrastructure Sustainability through recycling and CE6001 Pavement management and rehabilitation.
- Working on new binder and mix equipment at S&T



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CALENDAR OF EVENTS

A comprehensive list of events can be found on our website at <https://moasphalt.org>

Using Unmanned Airborne Systems (Drones)
June 1-2, 2018
 State Technical College of Missouri
 Linn, MO

MAPA Lunch & Learn
June 13, 2018
 Stoney Creek Hotel and Conference Center
 Independence, MO

MAPA Summer Social
July 12-13, 2018
 Hilton St. Louis at the Ballpark
 St. Louis, MO

ASCE Training Flexible Pavement Design and Rehabilitation
August 9-10, 2018
 Hilton St. Louis at the Ballpark
 St. Louis, MO

2018 Missouri 10-33 Benevolent Golf Tournament
September 17, 2018
 Columbia Country Club
 Columbia, MO

19th Annual MAPA-REF Golf Outing
September 26, 2018
 Tanglewood Golf Course
 Fulton, MO

Commercial and Industrial Parking Lot Training
October 24-25, 2018
 University of Missouri
 Kansas City Campus
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29th Annual MAPA Conference
January 14-16, 2019
 Holiday Inn Executive Center
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