PA Asphalt Pavement Association
60th Annual Meeting

Hershey, PA
January 21st, 2020

Bruce Barkevich, Vice President
New York Construction Materials Association
Who Are We?

- **New York Construction Materials Association** is an Association representing our Industry: Aggregate, Asphalt, and Concrete Producer in New York State.

- Very similar to PAPA but representing all three construction materials products
APA National Update
National APA Focus Areas

- Commercial Market Development
- Life-Cycle Cost Analysis
- PaveXpress / PaveInstruct Deployment
- Regional Councils – NE, NC, SE, WC
- Northcentral Regional Director Retainment
- ACPA/PCA/NRMCA Competitive Pressure
- NAPA Marketing Campaign
  - Work Zone Safety
  - “Performance for a Lifetime” Campaign
  - PEC Communications - Marketing materials in support of various projects;
    - Example: Strategic Documents/Toolkits
Northeast APA Regional Council

- Regional Members line up with NEAUPG/NESMEA
  - Connecticut
  - Delaware
  - DC
  - Maine
  - Maryland
  - Massachusetts
  - New Hampshire
  - New Jersey
  - New York
  - Pennsylvania
  - Rhode Island
  - Vermont
Northeast APA Regional Council

Northeast has it’s own unique challenges and advantages:

- Region is old – part of 13 original colonies
- Geographically we are close
- Very similar climates
- Densely populated, but with rural areas
- Regional Suppliers & Companies
- Strong State Associations
- Strong User Producer Group
Northeast APA Regional Council
Regional Initiatives

NE – Original Host of APA Events – Carlos R & Greg H

- Thinlay / Regional Case Studies
- Mix Enhancements / Asphalt’s Positive Message
- Performance Testing
- Regional Mix Competition
- Regional Showcase Awards
- Regional Events
- Regional Conferences & Programs
- ACPA – Targets in the Northeast
Northeast APA Regional Council
Regional Initiatives

Regional Showcase Awards
- Promotion item to continue positive message of our products
Regional Mix Competition

- Opportunity to influence curriculum in schools
- Create a relationship between academia & industry
- Impress upon students that the asphalt industry is a viable career
- Improve student knowledge
- Introduce a little friendly competition between regional schools
Northeast APA Regional Council

Other Benefits of the Regional Council

- Built on already strong relationship amongst Regional States
- Expanded the communication network – share states experiences – Regional SAPA communication enhanced
- NEAUPG/NESMEA – previous regional entities
- Formalized regional efforts already begun in earlier APA programs
- Many benefits beyond initiatives
Our Challenge
Industry/Agency

Speak Positively about our products!!!

We can be our own worst enemy when we highlight issues and not emphasize how price competitive, versatile, sustainable, resilient, and valuable our products are!!!

Just because we are the leader doesn’t mean we should be on the defensive!!! We can promote our product without bashing others!!!
THANK YOU!!!
Questions??????

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But I am not quite done!!!!
2019 Asphalt Mix Competition

Components of the competition

- Written Presentation – no more than 5,000 words
- Oral Presentation – less than 10 minutes explaining their mix decisions
- PaveXpress – had to do a pavement designed based on supplied criteria
- Design the mix using their states design criteria
2019 Asphalt Mix Competition

- We advertised to 10 Northeast Regional colleges who already had a major asphalt curriculum.
- Four teams went through the steps and ultimately were judged as candidates for the 1st Regional Competition:
  - Columbia University
  - Manhattan College
  - Penn State University
  - University of Rhode Island
- Panel Judged the submissions and the winner is...........
2019 Asphalt Mix Competition

Penn State University: Team Lions Asphalt

Team members:

Zachariah Buddy Abbas
Connor McInerney
Victor Cai
Carly-Cliff Derosier