

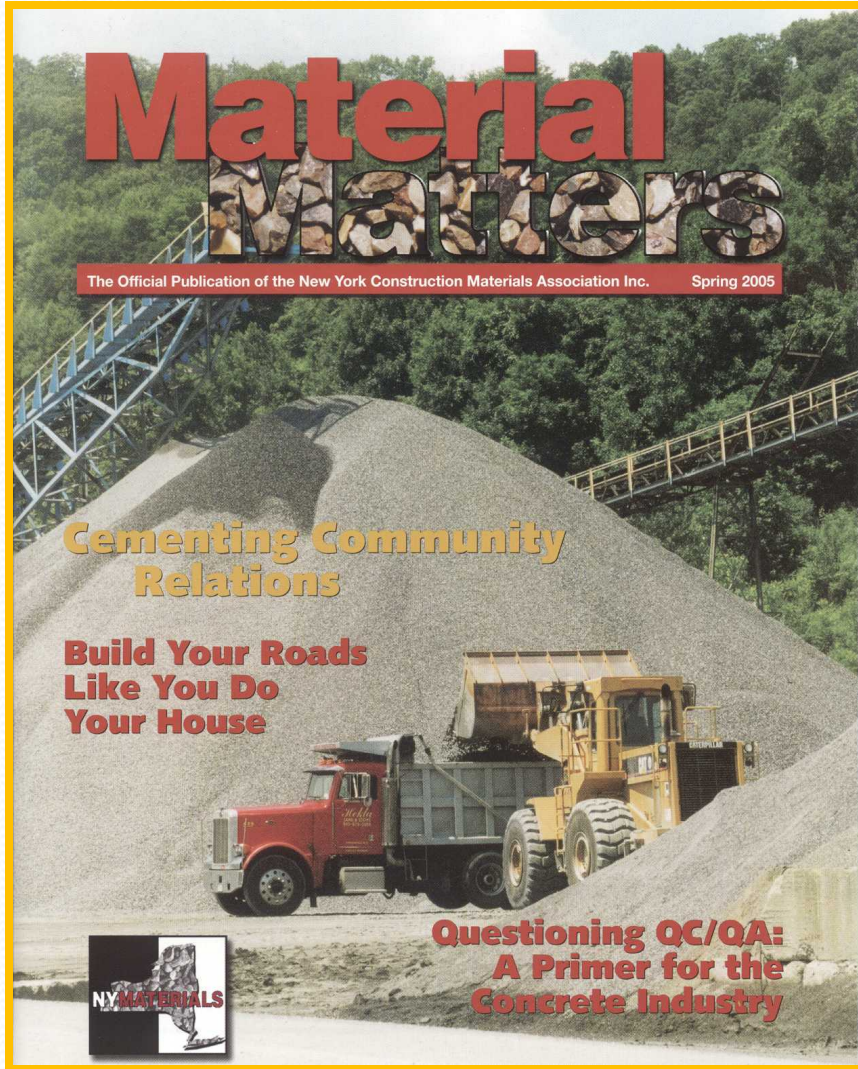


PA Asphalt Pavement Association 60th Annual Meeting

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

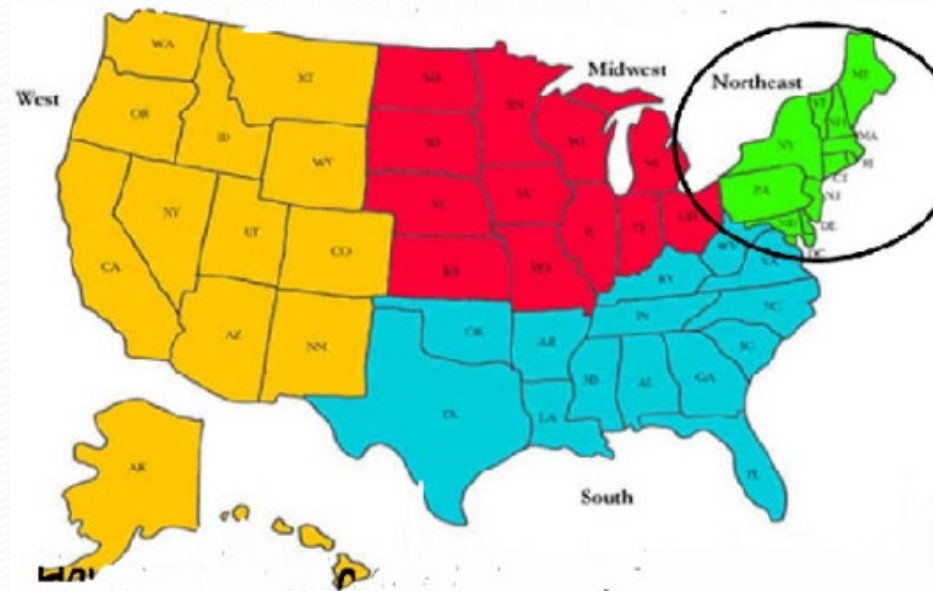
Vermont



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

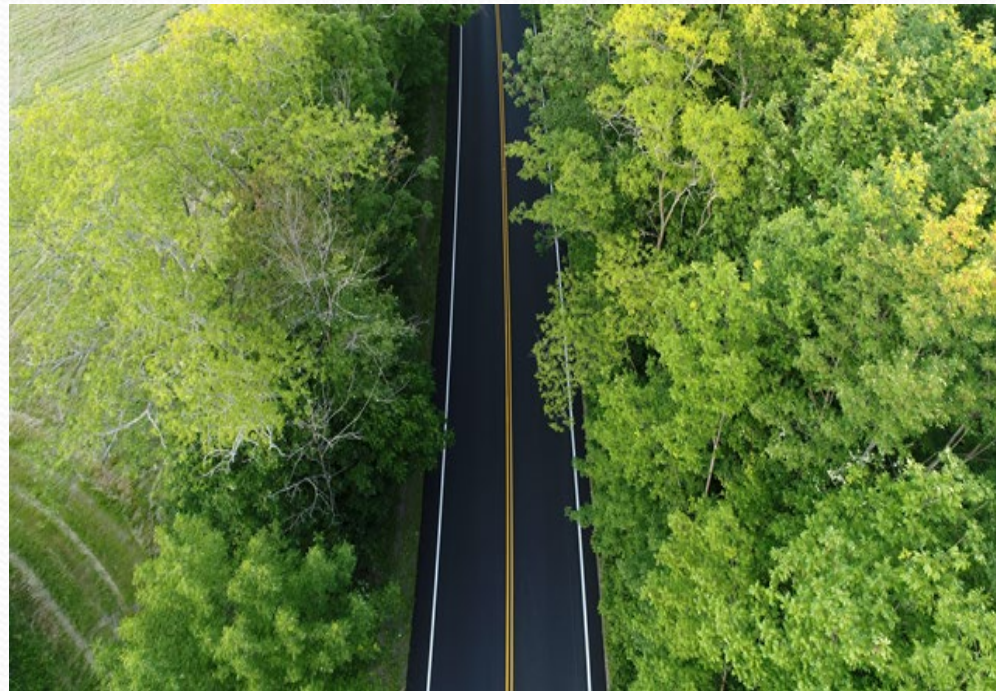
- Promotion item to continue positive message of our products

Northeast APA Regional Council

Regional Initiatives

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

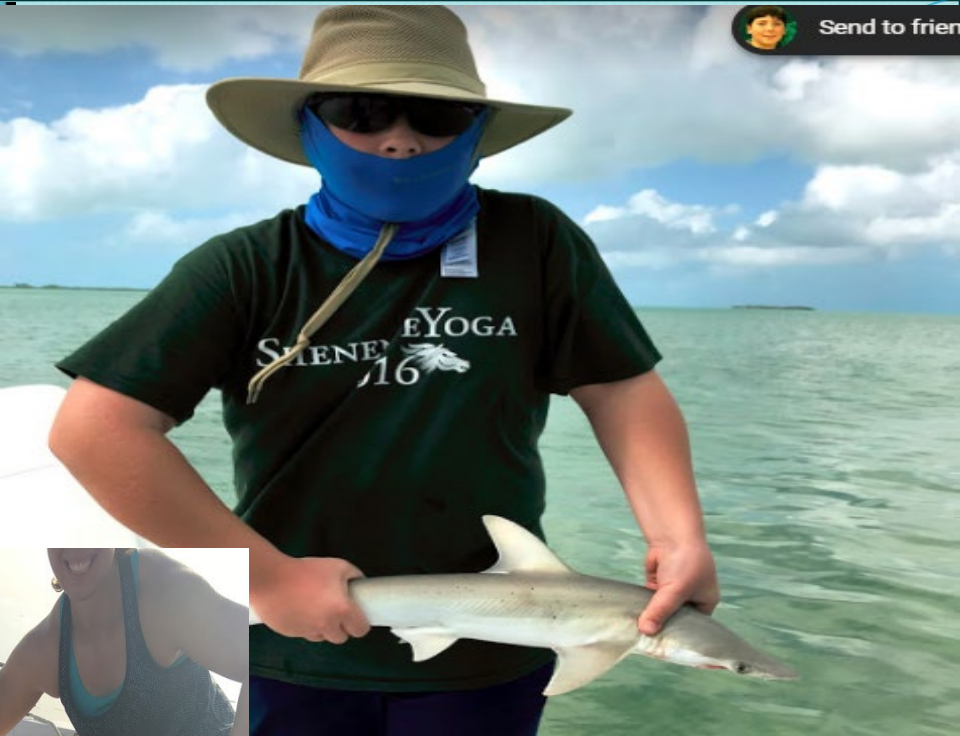
Industry/Agency

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