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Missouri Asphalt Pavement Association

Summer 2017





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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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4 21st Century Missouri Transportation System Task Force

In May, the Missouri Legislature passed House Concurrent Resolution No. 47 which creates the 21st Century Missouri Transportation System Task Force.

5 Check Out MAPA's Marketing Committee

With lots of upcoming events, make sure you join MAPA's Marketing Committee.

7 MAPA's Safety Committee Grows and Elects Officers

MAPA's Safety Committee has tripled in size since February, drafted and adopted a mission statement and bylaws for committee structure, and recently elected officers!

8 Project Section Benefits

The Project Section of your website shows people the awesome work produced by your company.

12 Company Profile: Herzog

Herzog was founded by William "Bill" Herzog as an asphalt paving contractor on the guiding principles of safety and quality.

Cover Photo: Herzog

The Way I See It **21ST CENTURY MISSOURI TRANSPORTATION SYSTEM TASK FORCE**

In May, the Missouri Legislature passed House Concurrent Resolution No. 47 which creates the 21st Century Missouri Transportation System Task Force. The task force consists of 23 members: Five members of the House of Representatives, Five Members of the Senate, the Governor or his designee, the Director of the Department of Transportation or his designee, the Director of the Department of Economic Development or his designee, the Superintendent of the State Highway Patrol or her designee, and nine Missouri residents or representatives from non-governmental organizations.



Executive Director
Dale Williams

The mission of the task force is as follows:

1. Evaluate the condition of our state transportation system, including roads and bridges
2. Evaluate current transportation funding in Missouri
3. Evaluate whether current transportation funding in Missouri is sufficient to not only maintain the transportation system in its current state but also to ensure that it serves the transportation needs of Missouri's citizens as we move forward in the 21st century
4. Make recommendations regarding the condition of the state transportation system
5. Make recommendations regarding transportation funding

I was fortunate to be appointed to the task force by Senate President Pro Tem Ron Richard. The task force will hold seven public meetings around the state of Missouri allowing Missourians an opportunity to provide testimony regarding the current state of our transportation system and funding. As I write this, two of the meetings have taken place. The remaining five meetings will be held:

- August 23 – Springfield
- September 20 – Kirksville
- October 18 – St. Louis
- November 15 – Cape Girardeau
- December 13 – Columbia

Once the meetings are complete, the task force shall report a summary of its activities and any recommendations for legislation to the General Assembly by January 1, 2018. If you look at the list of tasks that we are charged with investigating, the first four are pretty easy. I don't think anyone would argue the condition of the system or the shortfall in funding needed to maintain and expand our system. Finding a palatable funding solution that Missourians will support is going to be the heavy lift. So, I encourage you to take time and attend one of the meetings in your area and even testify before the committee. For more information about the upcoming meeting locations and times, please visit: <http://house.mo.gov/HearingDisplay>. By working together, we will solve the funding problem in Missouri.





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Noteworthy News

CHECK OUT MAPA's MARKETING COMMITTEE

The Marketing committee is busy helping plan for upcoming events! We are currently looking for relevant speakers for our annual conference in January 2018. If you have any ideas on topics or speakers, please email Brandon Atchison at brandon@moasphalt.org.

We are also working on increasing our local agencies membership. This membership is only \$100 per year and is reserved for cities, counties, and consultants. This membership includes: a listing in the MAPA Directory, reduced conference exhibitor fee, exclusive members only events, access to reputable member companies and help with specifications and any questions pertaining to asphalt design and construction.

We had a great MAPA Lunch and Learn on June 8 at the Engineers Club in St. Louis. The topic discussed was, "Whose Specification Should I Use," presented by Steve Jackson, P.E. with West Contracting. We had over 25 local agencies and consultants in attendance. Lunch and Learns can vary on topic. These include: Asphalt Mix Type Selection, Pavement Design, Asphalt Testing, Warm-Mix Asphalt, Recycled Pavement, Perpetual Pavement, and Porous Asphalt. If you are interested in MAPA presenting on any of these topics in your area, please email Brandon Atchison at brandon@moasphalt.org.

Lastly, MAPA is teaming with Missouri Pavement Managers Group (MPMG). They



have two upcoming lunch and learns in the southern part of the state: Springfield, MO, November 8, 2017, from 10:00 a.m. – 2:00 p.m. and Cape Girardeau, MO (date and time TBD). More details will be available on MAPA's website within 30 days. These will focus on cities/counties and what Pavement Management plans they are currently using and what has been successful for them, along with treatment options.

Interested in joining the Marketing committee? Email Mike Hartman at mhartman@missouripetroleum.com.

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What's New

MAPA SAFETY COMMITTEE GROWS AND ELECTS OFFICERS

The newly established MAPA Safety Committee has experienced quick and healthy growth and development. The committee has tripled in size since February, drafted and adopted a mission statement and bylaws for committee structure, and recently elected officers!

Meet the officers of the MAPA Safety Committee:

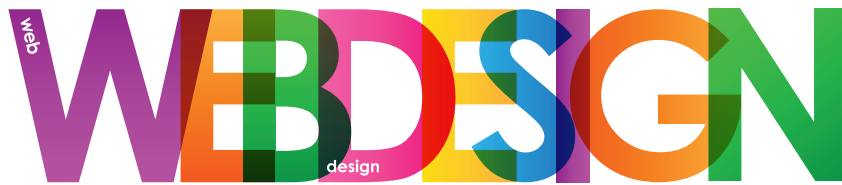
- Chair: Randy Besand, Lionmark Construction Companies**
 Randy is originally from Perryville, MO. He Attended the University of Missouri-Columbia, and graduated with a Bachelor of Science in Civil Engineering. In May of 2000, he moved to St. Louis and went to work for Pace Construction Company. Randy worked for Pace Construction Company as a construction manager for over 14 years where he estimated and managed asphalt projects. In late 2014 he transferred to Pace's parent company, Lionmark Construction Companies, as a Safety Manager. Randy assists in handling the safety aspects for Pace Construction, Missouri Petroleum, Bi-State Emulsions, Interstate Testing, and West Plains Bridge and Grading. This keeps him busy visiting and surveying projects from the St. Louis area to southern MO, to northern AR and even as far as Texas. Randy enjoys doing projects around the house, cooking, and following the St. Louis Cardinals. His highest priorities are spending time with his wife, Stacey, and laughing with his two daughters, Sophia and Scarlett.
- Vice Chair: Cynthia Cox, State Technical College of Missouri**
 Cynthia Cox is a graduate of the University of Missouri—Rolla with a Bachelor of Science degree in Civil Engineering. She has worked for the Missouri Department of Transportation in Construction Inspection and as Quality Control Manager for N.B. West Contracting Company, Inc. Ms. Cox currently serves as the Director of MoDOT/Continuing Technical Education Programs at State Technical College of Missouri in Linn, Missouri. Safety is one of the areas of instruction. Courses include Advanced Work Zone and Flagger Training.
- Secretary: Jordan Janet, Delta Companies Inc.**
 Jordan Janet is from Cape Girardeau, MO, and graduated from Southeast Missouri State University with a Bachelor of Science in Construction Management, Draft and Design. Jordan joined Delta Companies in 2010 as an intern in the quality control department. He has served Delta Companies as a Field Manager, Plant Manager and Environmental, Health and Safety Coordinator. Jordan also facilitates continuous improvement events where teams work to constantly improve production, quality and safety. Jordan still resides in Cape Girardeau with his wife and their three daughters. He enjoys spending any time he can with them, especially outdoors or on the water.

The MAPA Safety Committee will be working diligently to have a positive impact on the safety and well-being of our workers and the traveling public by raising awareness and sharing best practices across our association and our industry. We encourage you to join and be a part of it!

Check out the MAPA Safety page on the MAPA website for more information.
<http://moasphalt.org/education-center/safety>



Website Design **PROJECT SECTION BENEFITS**



The projects section of a site has many names and even more faces. It rivals Medusa. The section may be called jobs, projects, what we do, experience, portfolio, case studies, success stories, gallery, photos or any combination of these terms. Regardless of the name, the section's goal remains the same: show people the awesome work produced by your company.

Why Do You Need a Projects Section?

For some construction companies, the answer is obvious while for others it may be a toss-up.

A well-maintained projects section can be a lot of work. The photos, descriptions and testimonial gathering can seem endless for a busy company. The trick is figuring out if the investment pays off in new business.

Make Highly Visual Results Pop

If the end result of your service or product photographs well, or you use lots of photos in your sales process you probably sell a highly visual product. Pretty sells for companies such as specialty pavers, architects, or residential construction and remodeling. People are visual and they want to see what you can do, give them a glimpse of the end result.

Reach People Throughout the Buying Process

A projects section allows visitors throughout the buying process to develop a relationship with your company brand. When visitors begin the buying process they're looking for ideas. A projects section can provide the visuals they need and shape their buying criteria. As they near the end of the buying process they can use the same photos to evaluate your ability to meet their criteria.

Tell Visitors Who Benefited From Your Awesome Skills

Take it one step further and pair a testimonial or client logo with your completed project. An impressive project from a happy and well-respected company will go a long way toward proving the value of your work. Prospects look more favorably upon companies who have done business with other people they know.

Keep Visitors on Your Site Longer

The longer you can keep an audience satisfied the greater your chance is to influence their buying decision. Projects sections keep visitors engaged and navigating from page to page lengthening your opportunity to capture the eye of the prospect. Compared to other pages in a construction website projects section pages generally have a low exit rate. Meaning visitors are less likely to leave a site through a page in the projects section than from the other pages in your website.

Make Nice with Google

Google rewards sites who have deeper relationships with viewers. Yeah, that sounds like a load of hewy, doesn't it? But really, Google judges the relationship you have with your viewers by the amount of time they spend on your website, how many pages they visit and if they return (as well as about a million other factors that may or may not have anything to do with a projects section on your website). Visitors don't spend a ton of time reading over each project, usually less than a minute, but those minutes add up. And as we mentioned earlier visitors tend to stay more engaged in a projects section and navigate from page to page, increasing the number of pages they see per visit. Plus, continually adding projects to your website can give visitors a reason to return.

Fuel Your Online Marketing Efforts

If you do social media or email marketing you're always looking for a reason to talk to your audience. The best reason is something that will bring them back to your website where you can sell them more stuff. By harvesting information for your projects section you're creating content for your other online marketing as well. Post the photos, testimonials and brag on the project, linking each update back to your website.

Show Off Your Reach

Displaying your projects on a map can leave an impression upon viewers. It shows both the large number of projects you've completed, which translates into experience and the variety of locations you've worked in.

Regardless of what you call it, a projects section has many benefits to enhance the effectiveness of your website. But like everything else, it does take time and effort to keep it up-to-date. Though hopefully showing off your completed work will pay off for you in new business.



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.





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CALENDAR OF EVENTS

18th Annual MAPA-REF Golf Tournament

September 27, 2017
Tanglewood Golf Course
Fulton, MO

Paving for Performance Conference

October 11-13, 2017
JW Marriott Buckhead
Atlanta, GA

MAPA/MoDOT Quarterly Meeting

November 7, 2017
MoDOT Central Laboratory, Room 201
Jefferson City, MO

28th Annual MAPA Conference

January 8-10, 2018
Holiday Inn Executive Center
Columbia, MO

NAPA Annual Meeting

February 11-14, 2018
The Hilton Bayfront
San Diego, CA

MAPA Black to Basics

February 22-23, 2018
Holiday Inn Executive Center
Columbia, MO

World of Asphalt Show and Conference

March 6-8, 2018
Houston, TX

NAPA Midyear Meeting

July 8-11, 2018
The Fairmont Copley Plaza
Boston, MA

MAPA Summer Social

July 12-13, 2018
Hilton St. Louis at the Ballpark
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— Asphalt Pavement Alliance



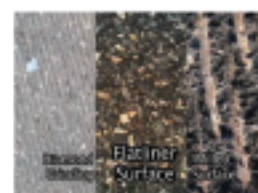
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HERZOG

COMPANY PROFILE



BACKGROUND

When was the company founded?

1969

Who founded the company?

William E. Herzog

Where was it started?

St. Joseph, Missouri

Describe how the company was founded.

Herzog was founded by William “Bill” Herzog as an asphalt paving contractor on the guiding principles of safety and quality.

How is the company currently operated/structured?

Herzog provides comprehensive asphalt, aggregate, and grading services. Project capabilities include the new construction and resurfacing of parking lots, highway and interstate systems, city streets, and airport runways. Herzog Contracting Corp. is also an industry leading mass transit contractor with the construction expertise to deliver streetcar, light rail transit, commuter rail, and freight systems. We can handle every phase of a rail project. The tracks, stations, grade crossings, ballasting, and earthwork are all integrated into our list of capabilities.

BUSINESS

What services/products does the company offer?

Our work capabilities allow us to conduct all phases of work from the design, the management, and to the construction of the project. Our construction services extend well beyond the traditional municipal, governmental, and state agencies to commercial and private developments. We provide customers with a safe and sound road surface through new construction and asphalt resurfacing jobs.

Our scope of services include Asphalt Pavements, Construction Materials Recycling, Grading and Excavation Demolition, Granular Sub-base, Drainage, Quarry Operations, and Concrete.

Business philosophy/Mission Statement

“What makes Herzog successful are the simple virtues: Attention to safety, hard work, proper planning, good cost accounting, top notch supervision, and ceaseless emphasis on quality work.” — Bill Herzog

Describe facilities- number and location of asphalt plants.

Herzog currently has 3 plants, one permanent in Elwood, and two mobile plants.

What is the territory served?

We serve Northwest/Northcentral Missouri, Southeast Nebraska, and Northeast Kansas.

How many people does the company employ?

Herzog Contracting Corp. employs approximately 2,000 team members, with 56 working at our asphalt plants and on highway work crews.

Has the company received any national and/or state awards for quality?

Numerous, including the following:

1. 1st place winner by MAPA 2017 in the 50,000 ton category
2. 1st place winner by MAPA 2016 Quality Paving Award (Walmart)
3. 1st place winner by MAPA 2016 Quality Paving Award (greater than 50,000 tons on I-29)
4. AGC of Missouri Finalist, Mid-America Class, projects under \$25 million

PHILANTHROPY

Is the company involved in the community?

Herzog is very involved in our local community, but is also proud to be involved in many of the communities that we perform work in.

Does or has the company make notable donations to charities, education, local affiliations?

Herzog is proud to sponsor local charities including an annual Toy Drive, Blood Drives with the Red Cross, and a proud history of support with the Boy Scouts of America.

Uniquel/interesting fact about the company.

Herzog is one of only two contractors with a testing lab to have the American Association of State Highway and Transportation Officials (AASHTO) accreditation in the four-state area of Missouri, Kansas, Iowa, and Nebraska. We are permitted to conduct special testing on construction materials at our Elwood, Kansas testing lab. Such elite accreditation ensures our testing services are of the highest quality and standard in the industry.

Any other insightful thoughts not covered by questions?

Herzog's heavy highway division helps lead the nation in innovative recycling concepts. In addition to the use of recycled asphalt pavement (RAP), the nation's most recycled product, Herzog is also on the cutting edge of recycling innovative materials such as asphalt roofing shingles, power plant slag, and ground tires. While maintaining quality in this recycling process, Herzog offers significant cost savings passed on to the owner on all types



MAPA MEMBERS

The contractor's skill, experience and equipment relates directly to the ultimate quality of your asphalt paving project. Producing top quality work is the hallmark of MAPA's members. Whether you're building a highway, street, parking lot or driveway, look to a MAPA member. We'll be happy to show you the way.

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Fred Weber, Inc.
Herzog Contracting Corporation
Hutchens Construction Company
Ideker, Inc.
Leo Journagan Construction Company
Magruder Paving, LLC
N.B. West Contracting Company
Norris Asphalt Paving
Pace Construction Company
Simpson Materials Company
Superior Bowen Asphalt Company
Willard Asphalt

Non-Producer Paver

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Ford Asphalt Company
Leritz Contracting, Busy Bee Paving
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L. Krupp Construction Company
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Seal-O-Matic Paving

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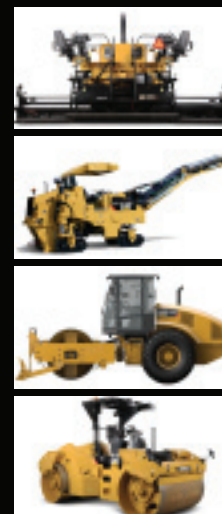
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Martin Equipment of Illinois	Purple Wave Auction	Troxler Electronic Laboratories, Inc.
Maxam Equipment	Road Science,	Ultrapave
Mississippi Lime Co.	<i>Division of ArrMaz Custom Chemicals</i>	Unique Paving
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