Join Us in St. Louis for the MAPA Summer Social!
With fully integrated Topcon® grade control and no external masts or cables, the 700K SmartGrade Dozer’s design is already pretty brainy. But what really gives our new SmartGrade dozer an “A” in grade control is simplicity. Set up is quick and easy. Operation is a breeze. And serviceability is amazingly simple. SmartGrade does the thinking. The job gets done more efficiently. And your business performance improves. Genius indeed.

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The Way I See It
When it comes to transportation funding in 2018, we have moved the needle.

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

“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!

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.

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.

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.

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

Register Online Today!

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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.
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

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

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

3.6× increased chance you’ll crash when using a cell phone
16% of fatal work zone accidents are caused by distracted driving

Average number of texts sent/received per day: 32
Texts requiring an answer while you are driving: 0

Visit www.WatchFor.US
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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This seminar is intended for all pavement design professionals, whether they have been performing designs for years, are new to the world of pavement design, or they are simply interested in gaining a better understanding of how pavement design works. Engineers, architects, designers, contractors, inspectors and other pavement professionals in both private and public practice will benefit.

For more information

To Register
http://mylearning.asce.org/diweb/catalog/item/id/2043607/q/t=2116&q=pavement&c=79
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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MISSOURI S&T

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CALANDER 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
Kansas City, MO

29th Annual MAPA Conference
January 14-16, 2019
Holiday Inn Executive Center
Columbia, MO
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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

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Ford Asphalt Company  
L. Keeley Construction  
L. Krupp Construction Company  
Musselman and Hall Contractors, LLC  
Seal-O-Matic Paving

**Bituminous**

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  
Martin Marietta  
Stansteel  
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Boone County  
City of Clayton  
City of Columbia  
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City of St. Louis Streets  
City of Warrensburg Public Works  
Cole County Public Works  
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**Engineering/Consulting**

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H.W. Lochner  
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ASP Enterprises  
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  
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Dustrol, Inc.  
FabickCAT  
Foley Equipment  
Gallagher Asphalt  
GS Grinding Services, LLC.  
G.W. Van Keppel Co.  
Hansen RAS, LLC  
Heatec, Inc.  
Hi-Tech Asphalt Solutions, Inc.  
Home Builder’s Association of Central Missouri  
Ingevity  
Interstate Testing Services  
Lockton Companies  
Luby Equipment Services  
Martin Equipment of Illinois  
Maxam Equipment  
MayeCreate Design  
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.  
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Scotwood Industries, Inc.  
Spirit Asphalt Inc.  
Tarmac International, Inc.  
Transwest Truck Trailers  
Troxler Electronic Laboratories, Inc.  
Ultrapave  
Unique Paving  
Victor L. Phillips Co.  
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- Marshall Mix Design
- Stone Mastic Asphalt Design
- Recycle Materials (RAP, RAS) Analysis
- Ultra-Thin Bonded Wearing Course Design
- Hamburg Loaded Wheel Test
- Asphalt Pavement Analyzer
- Moisture Damage Susceptibility Testing
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