

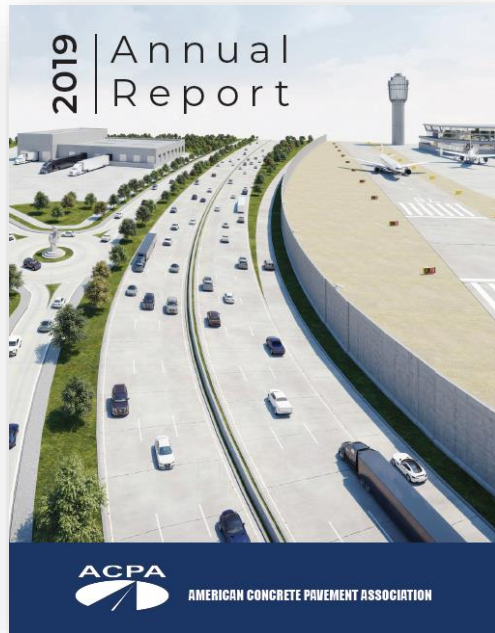


Your National Pavement Promotion Partner

National Concrete Industry Update

Jerry Voigt, PE
President & CEO

Key Points to a Productive Time



Contractor Member Record

Reached all-time high in ACPA's 56-year history – **214 Contractors!**



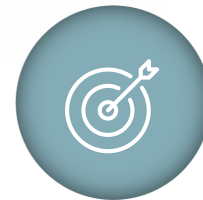
New Promotion Plan Up & Running

Advanced Phase 1 implementation and planned for more efforts



Healthy Finances & Membership

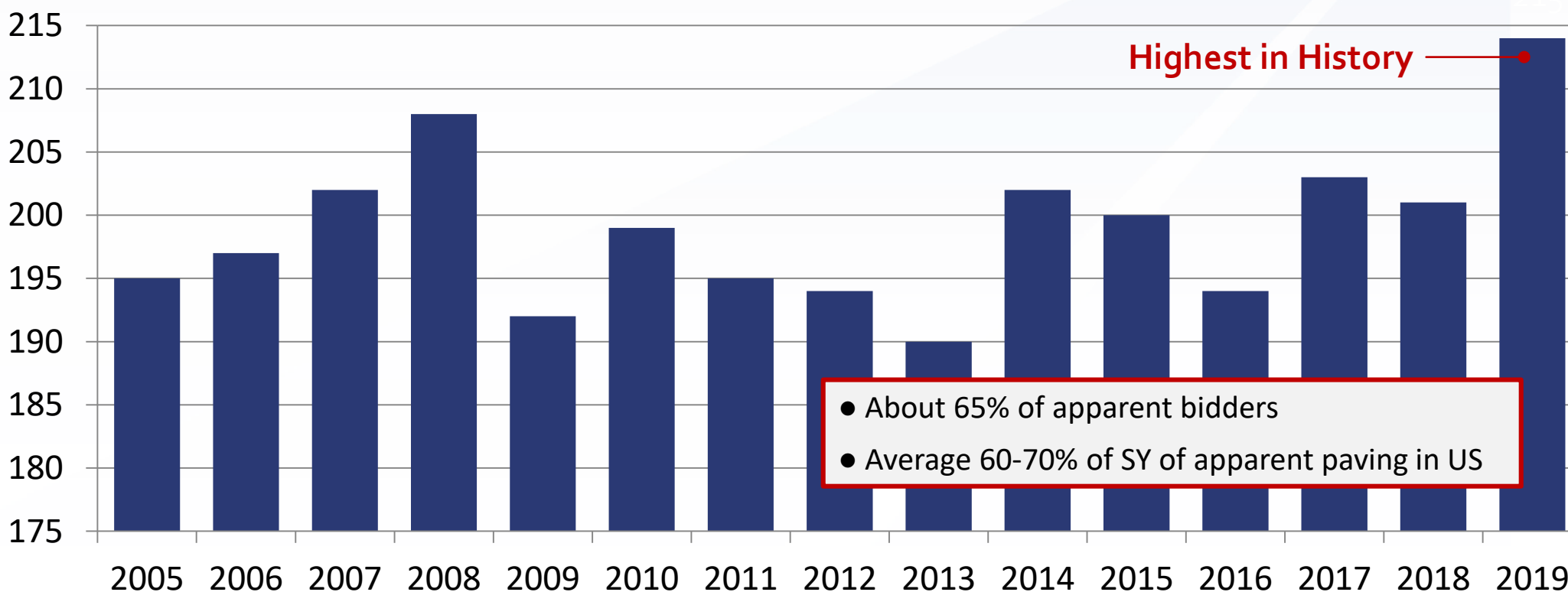
Balanced revenue streams and harmony in our membership



Integrated New Staff

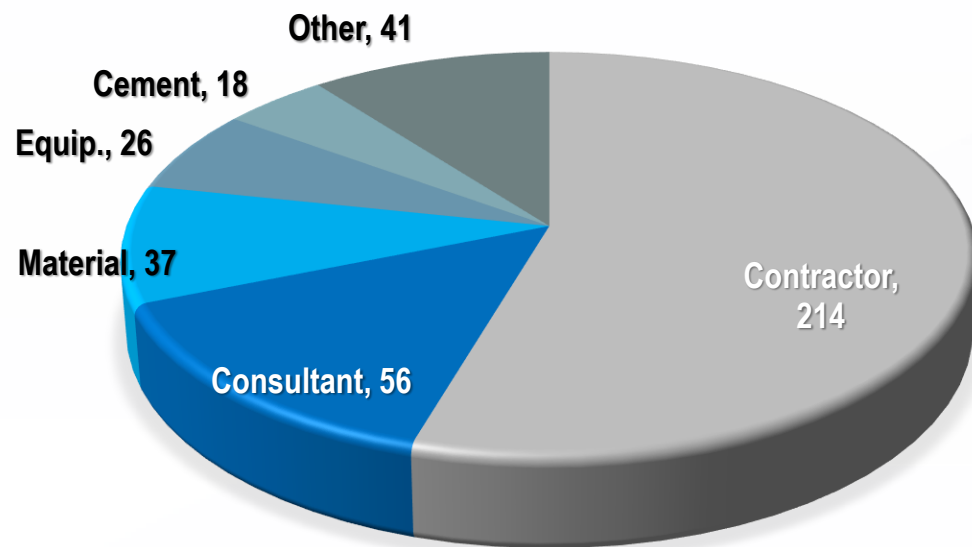
We added some new people, skills and talent to our team

National Contractor Membership



Current ACPA National Memberships

Membership Numbers

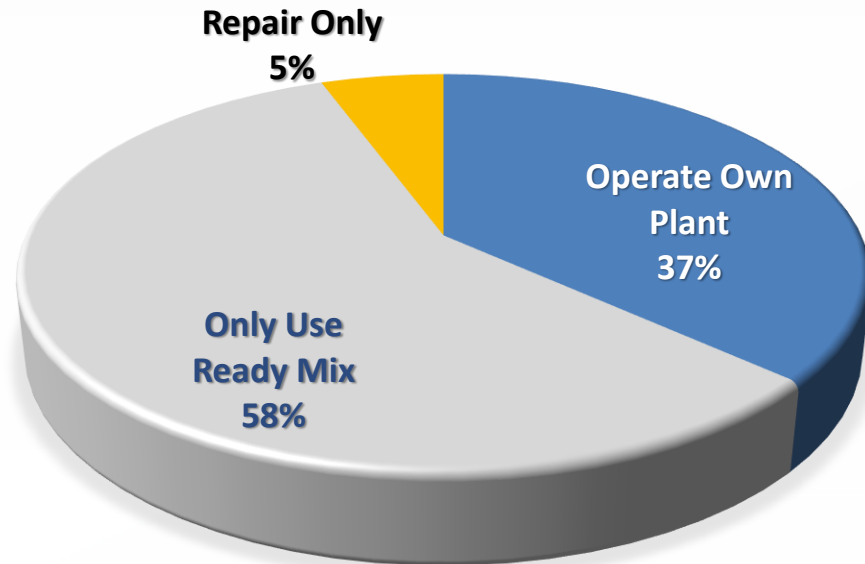


Highlights

- ACPA is Contractor-Led / Industry Based
- New 2019 memberships:
 - **22 New Contractors**
 - 5 New Consultants
 - 2 New Equipment Manufacturers
 - 2 New Allied Associations
 - 2 New Material Manufacturer
 - 3 New Individual Affiliates

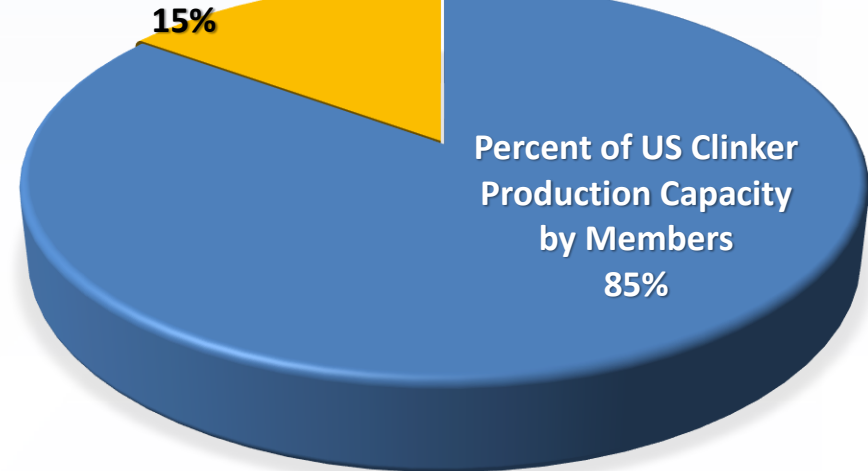
Solid Contractor and Cement Support...

Member Contractor Type



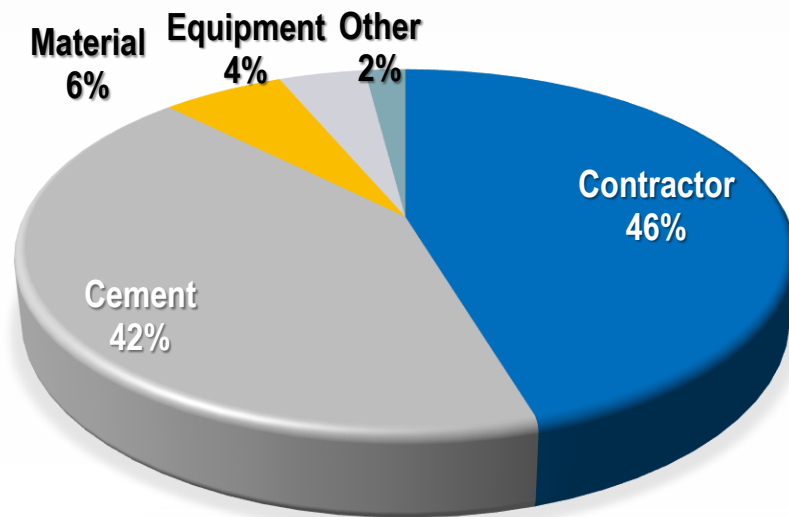
Cement Producer Support

Percent of US Clinker Production Capacity by Non-Members

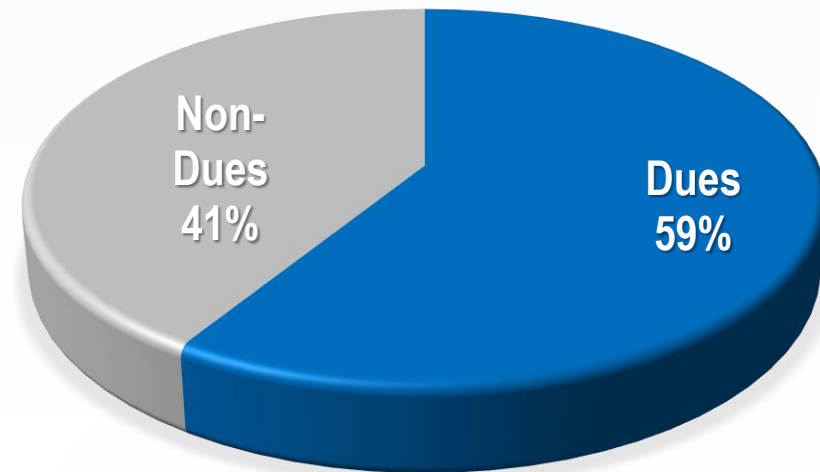


Balanced Income Stream...

Core Dues by Category



Total Dues/Non-Dues



Non-Dues Revenue includes the promotion program grant funding from PCA



ACPA embraces the future leading the promotion of concrete and cement-based paving solutions

VISION | OUR FUTURE

ACPA develops and protects markets for concrete pavements through education, advocacy, marketing and technical leadership



MISSION | OUR BUSINESS

STRATEGIC PLAN



Voice industry positions and represent the industry on key legislative issues that affect highways and airports

FEDERAL ADVOCACY

Conduct energetic, contractor-focused networking events and recognition programs that build industry prestige



NETWORKING VALUE

OBJECTIVES

ACPA represents our members on matters affecting the industry's relations with the public and public agencies and assists our affiliates with creating a larger market for the services of our members.

MARKETS

Airports
Highways
Streets/Roads
Commercial/Industrial



Work directly with federal/state agencies and others to promote healthy concrete/asphalt competition and objective pavement selection policies

FAIR COMPETITION

Deliver high-quality, strategically-focused education and training programs on timely concrete and cement-based paving topics



CUSTOMER TRAINING



Influence norms, specifications and projects at the state and local level, impacting business opportunities and market value for all members downstream

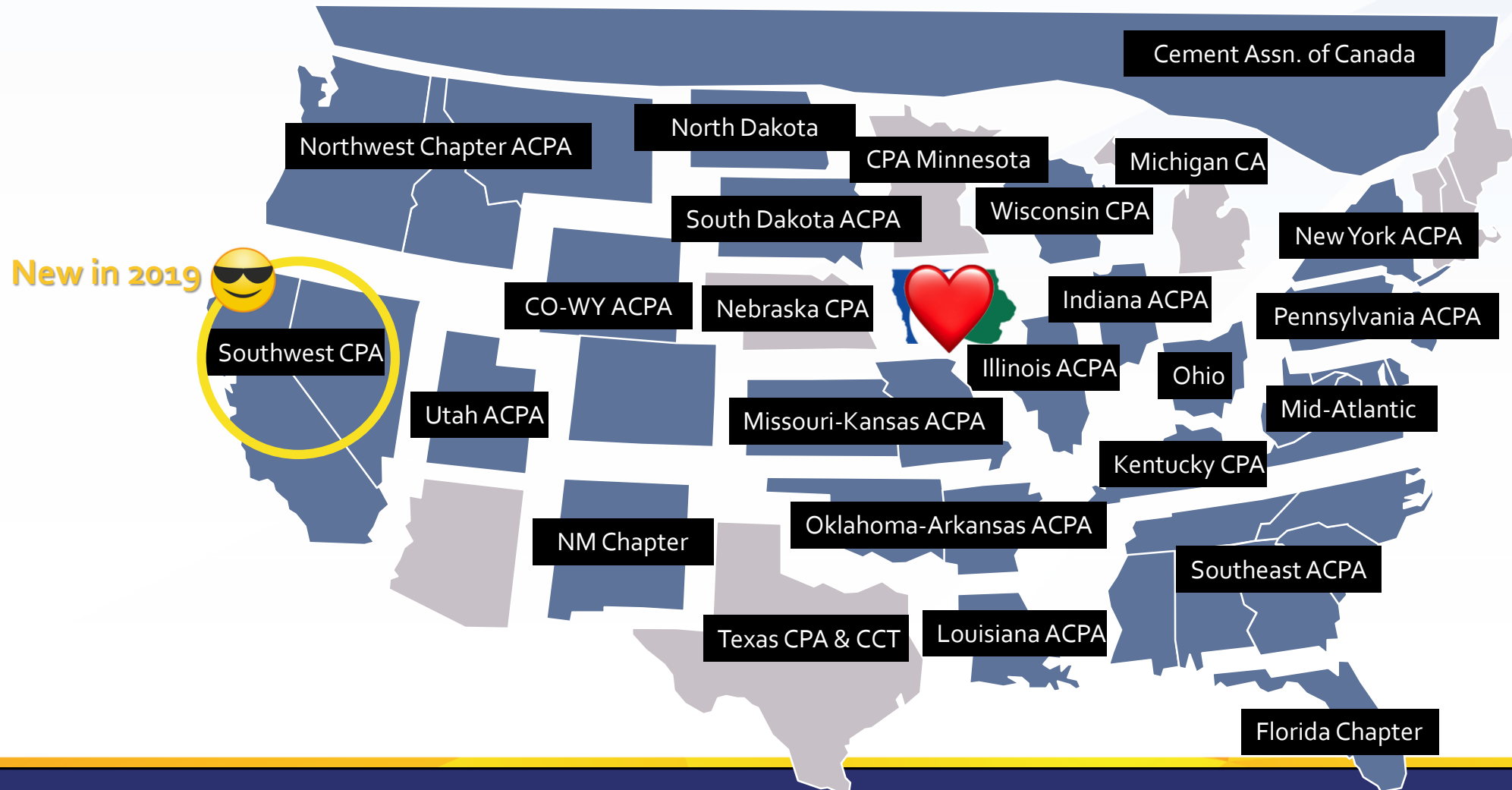
STRATEGIC PROMOTION

Deliver timely support and information to chapters and members, leveraging staff expertise and relationships to influence project outcomes



TECHNICAL SUPPORT

Our Local Affiliates...



Federal/National Agency Responsibility



FHWA



TRB



AASHTO



FAA

**Federal/National
Agency Partners**



ARMY CORP



NAVY



AIR FORCE

- First-name relationships at all major transportation-related agencies (fed/state).
- Look for best opportunities to improve:
 - Specifications
 - Technology implementation
 - Programs/projects
- Committed to finding effective ways to further implement CP Tech Center and MIT work.

Recent Achievements in Federal Lobbying



Our new research provision – it's in the FAA Bill and funds are appropriated!
(Now working to get \$3M/year thru CP Tech)



CP Tech Center got a New \$9M FHWA cooperative agreement in 2019 – result from our Fast Act provision!



FMCSA Driver's Hours of Service Exemption for Concrete Paving...Approved 2/5/19!



Airport Market Successes...



New FAA Standard Spec for Construction of Airports released with adoption of 80% of ACPA's red-line comments



Full-depth reclamation (FDR)* included in FAA's Standard Specification



Central plant manager training successful pilot at Tinker Air Force Base, OK



2019 Technical Services...



Saved members & agencies
\$10+ Million in lawsuits, lost
business & unwarranted removals



Responded to 100's of
technical inquiries



Maintained credibility with
specifiers



Pavement Designer...



1,750+ trained to date in 2018 & 2019



Over 25 presentations,
workshops, webinars, etc

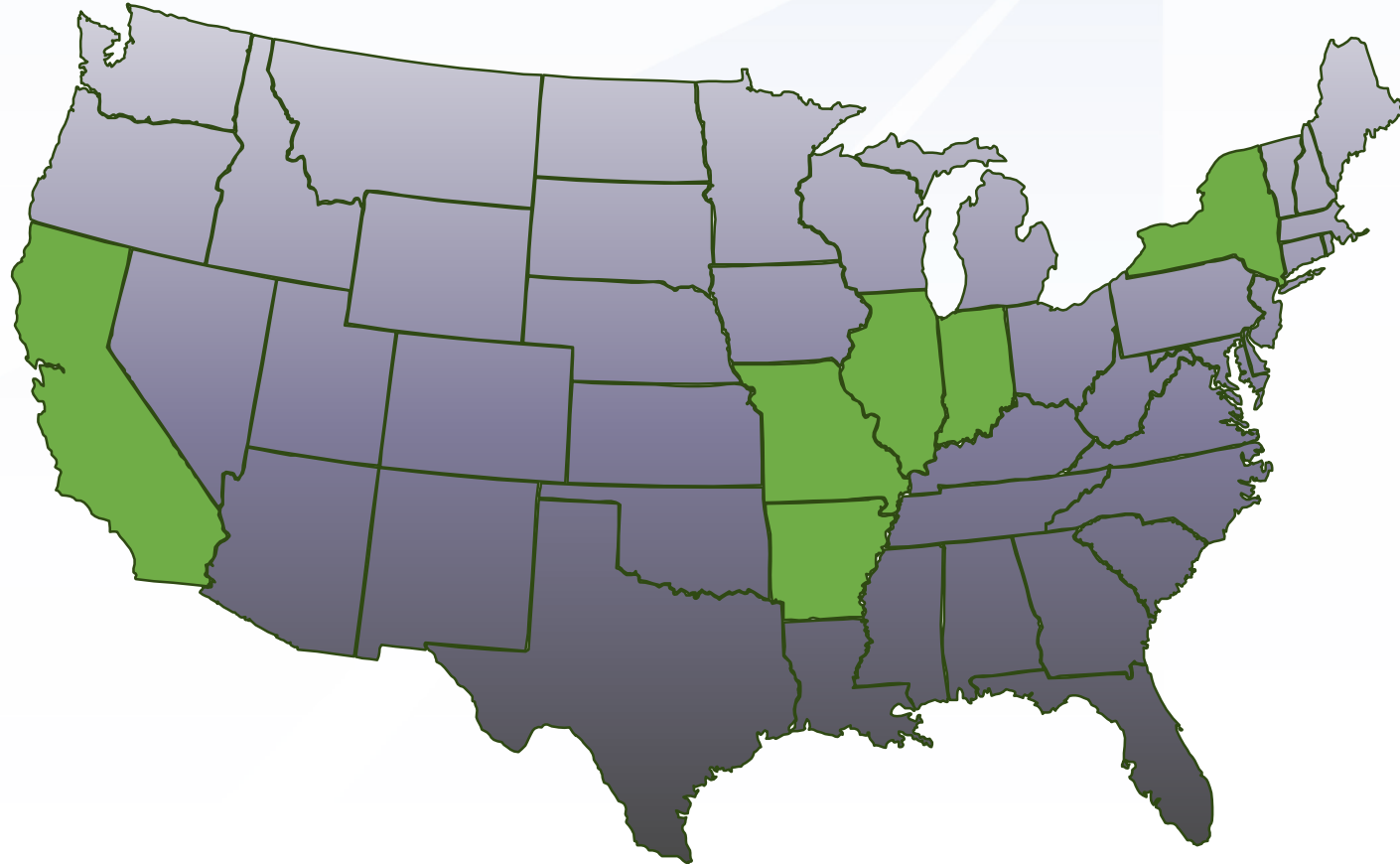


5,000 Users and 11,000
completed design runs since
launch! (Soon in metric 😊)



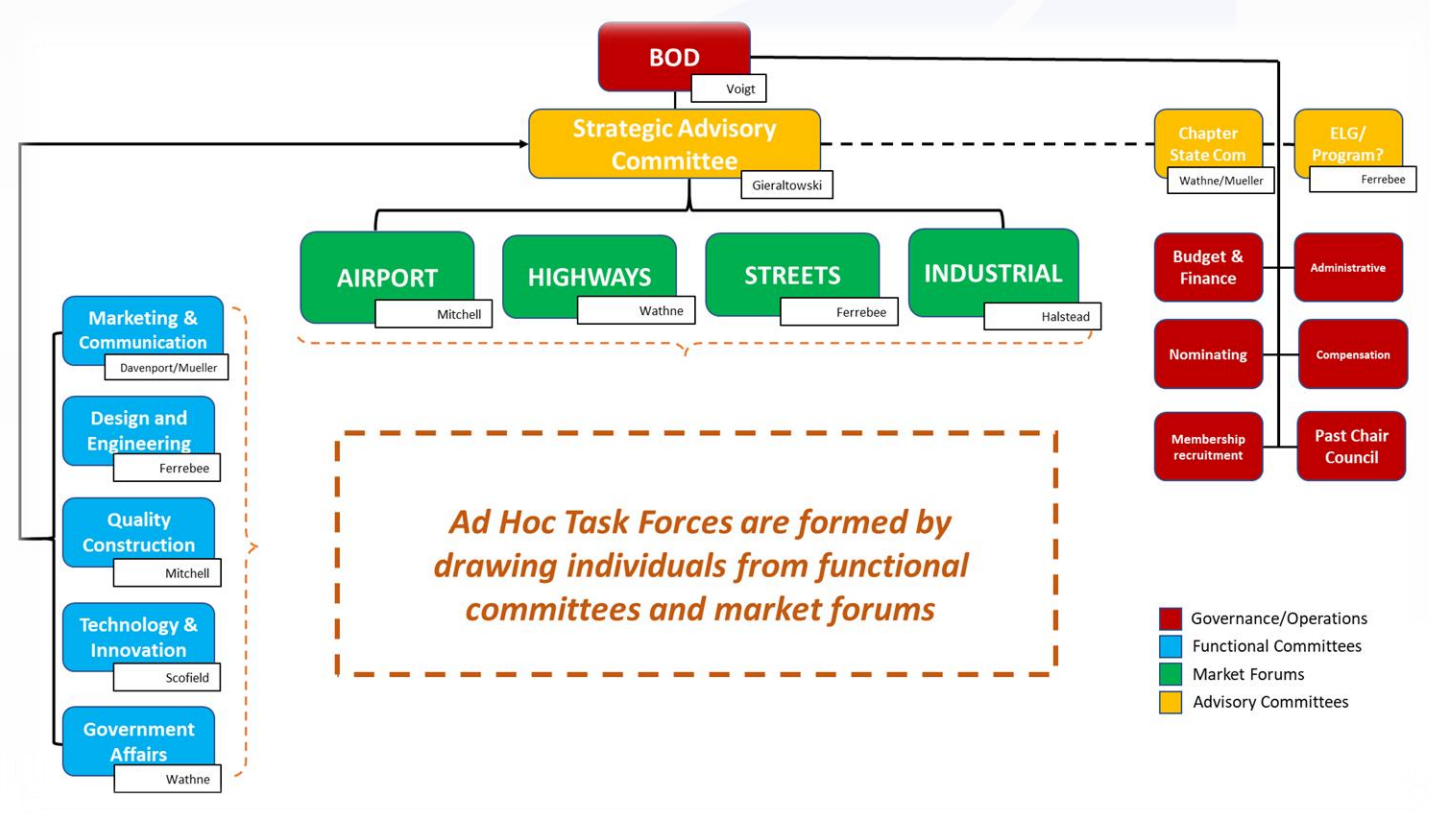
Promotion Plan... A New Grant From PCA

- Implementing 6 states
- Creating plan metrics (dashboard) for these states
- Developing campaign/tools & collateral support w/ these 6 then leveraging for everyone else
- Realigning ACPA committees to fully support initiative (markets)
- Changing how we market and message concrete paving



The New Committee Structure

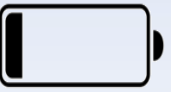
- Approved in December
- Implementing this year
- Broadens input opportunities
- Engages members in new ways
- Focuses our efforts through market lenses
- Still maintains task forces for flexibility



**Hmmm...market and message
in new ways?**

8:00

BS-Net



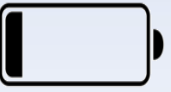
Greg Mulder, ICPA

Hey Greg

Hey Jerry

What's Up?





Greg Mulder, ICPA

Hey Greg

Ahh...Wondering about new ACPA marketing materials?

You need a hobby... lol

JK...What about em?



Greg Mulder, ICPA

Hey Greg

Are you guys actually doing anything?

Yup we are !!!???





Greg Mulder, ICPA

Hey Greg

We are getting impatient!

Chapters dummy!

Who's impatient?



Greg Mulder, ICPA

Hey Greg

Sorry...trying to do it right

What do you mean?

Creating new content AND a new delivery system



Greg Mulder, ICPA

Hey Greg

Delivery system, wazzat?

New web resources & Social media (SM) service for chapters. We did an assessment and realized we needed to build new ways to communicate. Call it our marketing infrastructure.



Greg Mulder, ICPA

Hey Greg





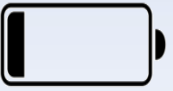
Greg Mulder, ICPA

Hey Greg

OK, but what r u going to say??

Asphalt Sucks! 😊

Everyone knows that!



Greg Mulder, ICPA

Hey Greg

No seriously we are going to talk about how everyone can...
COUNT ON CONCRETE PAVEMENTS!

**You mean like for Resiliency, Safety,
Smooth Ride and Long Life?**



Greg Mulder, ICPA

Bingo Dudesickle!

Also how concrete paving is good for a state DOT. You know, including how our long-life solutions help maintain inter-industry competition with asphalt and improve the remaining service life of a road network. Its ALL Good!



Greg Mulder, ICPA

Hey Greg

We are a healthy part of a balanced breakfast...lol

You ghosting me?!



Greg Mulder, ICPA

Hey Greg

Wait...Balanced Breakfast? We promote Concrete not Toast, Juice, Milk and Trix!

Hey...A 100% asphalt system is unhealthy for an agency...we see it in the nationwide bid tabs!



Greg Mulder, ICPA

Hey Greg

We don't have that problem here.

I know! You have some of the lowest asphalt and concrete unit bid prices in the country!

Yeah, I hope the DOT keeps recognizing the value our industry brings that way...



Greg Mulder, ICPA

Hey Greg

They will. The Iowa DOT has always been a thought leader among the states! They already COUNT ON CONCRETE PAVEMENTS!

OK, I am starting to like these ideas for this new marketing! How can ICPA help?



Greg Mulder, ICPA

Hey Greg

Just give us a little more time to get our new system and content ready to go public...

Then help get the word out!

How long? We need to tell our story now!



Greg Mulder, ICPA

Hey Greg

I'm with you, but let's do it right and tell our story factually but in new ways

In ways that'll have impact!

K, we're in. You can **COUNT ON** the **CONCRETE STATE!**

8:17

BS-Net



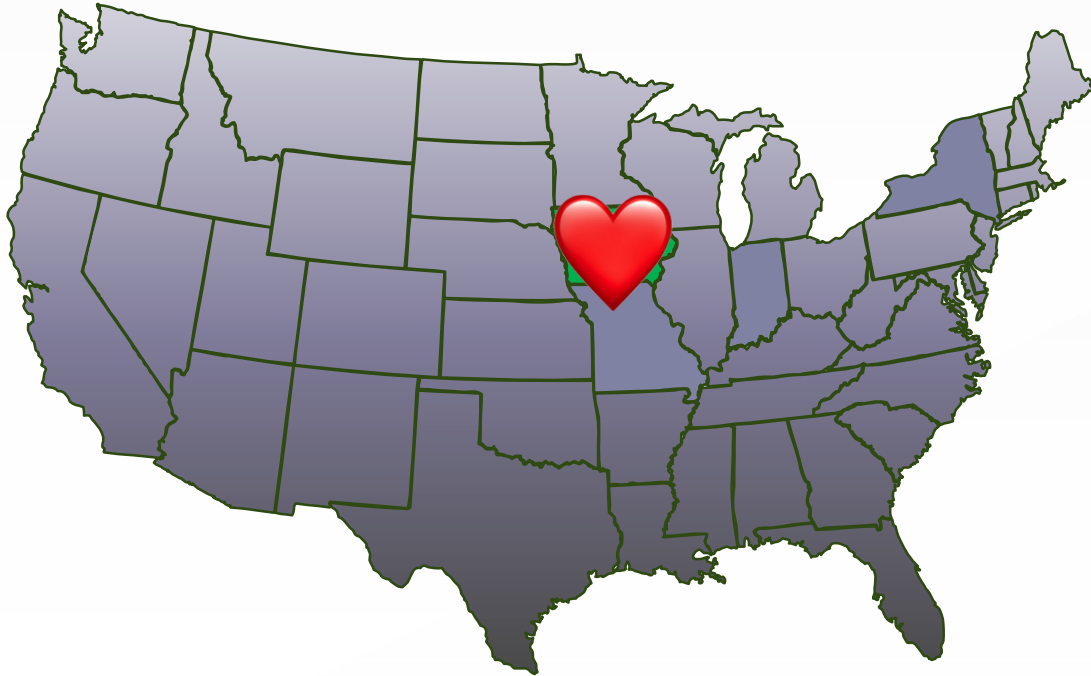
Greg Mulder, ICPA

Hey Greg

THX Greg!!! 😊

We really appreciate ICPA!!

So How Will ACPA National Marketing Strategies Support Iowa?



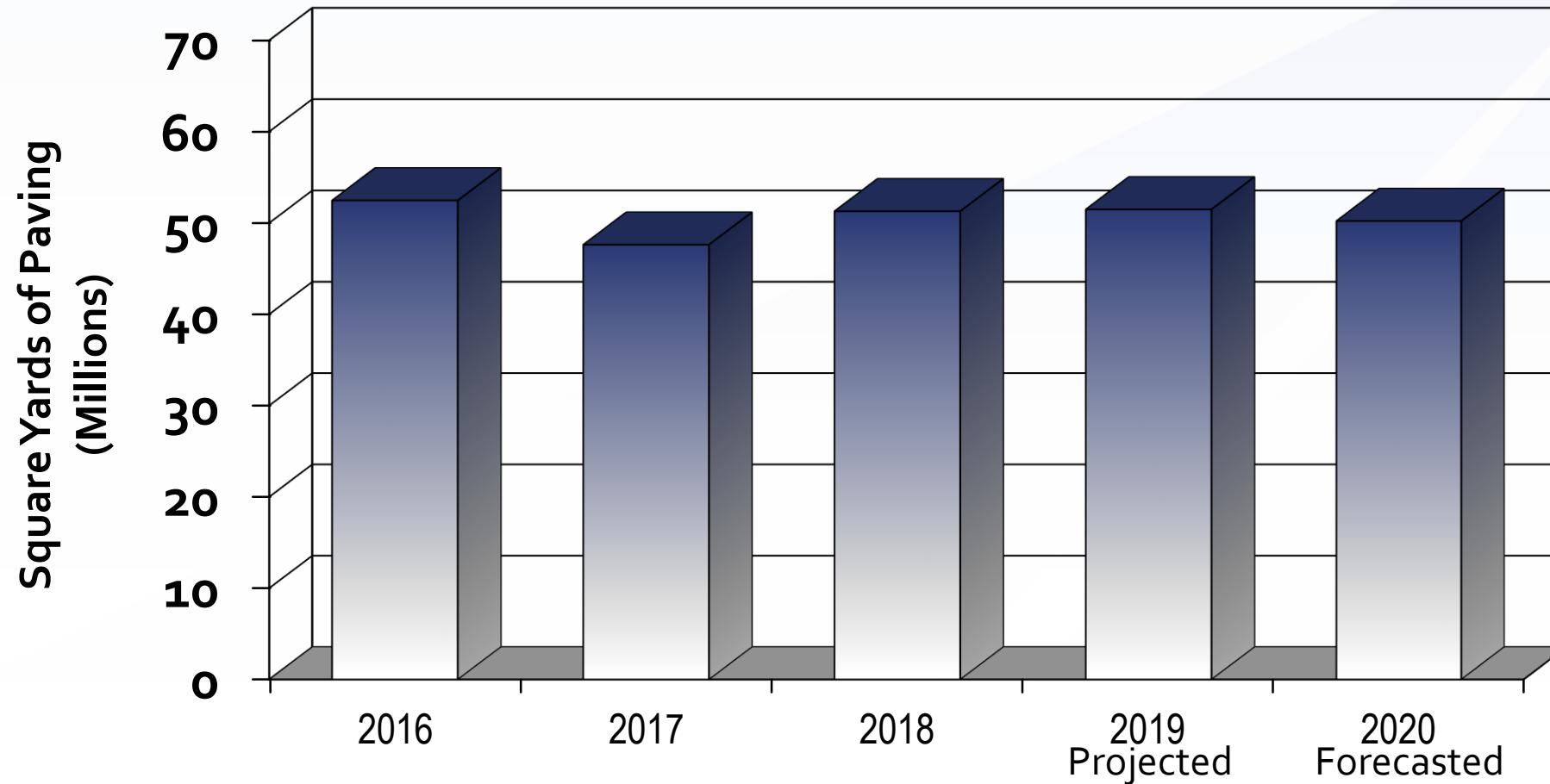
Enhanced Marketing

- New marketing content and delivery mechanisms being built
- Ramping up “Count on Concrete”
- New Social-Media system & communications (now testing)
- Automated Social Media programming to increase awareness of benefits of concrete – developing as service to chapters
- Developing/sharing more pavement successes – case studies to assist members in sharing their successful projects
- Developing other new marketing tools (web, video, collateral)

On-Going Initiatives

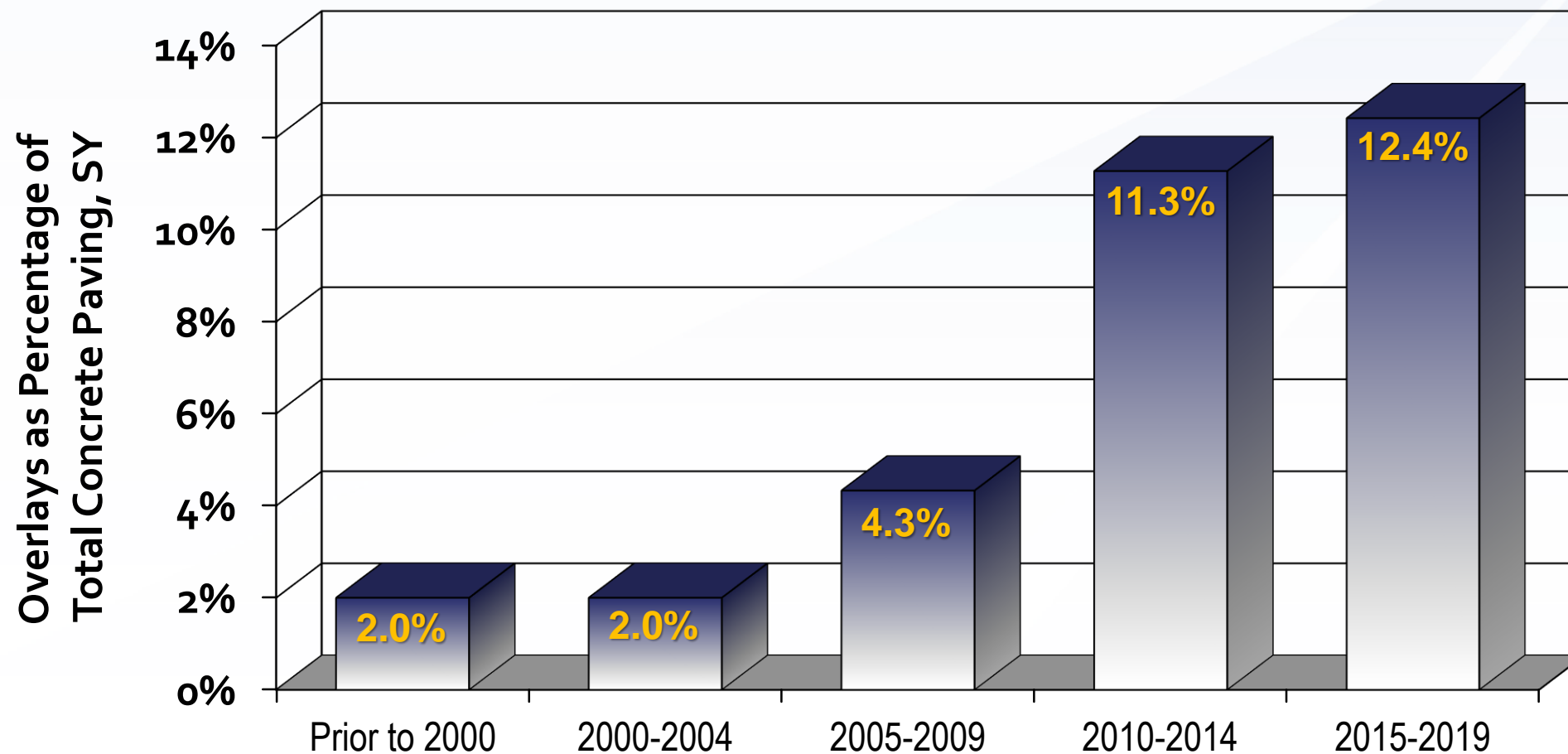
- Supporting CP Tech Center financially and with our lobbying – giving back to state of Iowa
- Supporting/sharing research – CP Tech Center – PEM technology
- Implementing ACPA Lobbied Airfield Pavt Technology Program – \$3M – FAA research program directed to CP Tech
- Promoting overlays to FHWA as “Every Day Counts” program
- Continuing to foster Emerging Leaders for our industry!

A Solid 2020 Expected - Then Growth!



Source: From data submitted by ACPA chapters/state paving associations and other sources, including Oman Systems, Bid Express and DOT websites.

Concrete Overlay Promotion Paying Off



Source: From data submitted by ACPA chapters/state paving associations and other sources, including Oman Systems, Bid Express and DOT websites.

THANK YOU IOWA!

For your support and your industry leadership!



acpa.org
wikipave.org