



California Asphalt Pavement Association Named One of Constant Contact's 2011 All Stars

CalAPA recognized for achieving exemplary marketing results

WEST SACRAMENTO, Calif. — March 15, 2012– The California Asphalt Pavement Association has received the [2011 All Star Award](#) from [Constant Contact®](#), Inc., the trusted marketing advisor to more than half a million small organizations worldwide. Each year, a select group of Constant Contact customers are honored with the All Star Award for their exemplary marketing results. CalAPA's results ranked among the top 10% of Constant Contact's customer base.

CalAPA is a non-profit trade association representing asphalt producers, refiners, paving contractors and other companies that make up the asphalt pavement industry in California. This is the second year in a row that CalAPA has received this honor.

"We are pleased that our electronic marketing efforts have been recognized by Constant Contact for being among the best in the country," said CalAPA Executive Director Russell W. Snyder. "The goal of our electronic communications is to provide timely and valuable information to our members and partners to help them succeed, and this recognition provides further proof that we are hitting the mark."

Constant Contact customers using any combination of the company's Email Marketing, Event Marketing, and Online Survey tools are eligible for this award. Constant Contact looked at the following criteria to select this year's All Stars:

- Frequency of campaigns, events, and surveys
- Open, bounce, and click-through rates
- Event registration rates
- Survey completion rates
- Use of social features
- Use of mailing list sign-up tools

"There is nothing we like more than to see our customers finding success. It's the reason Constant Contact was founded, and it's a thrill to see the fantastic results that our All Stars are achieving," said Gail Goodman, CEO of Constant Contact. "This group is really leading the charge when it comes to delivering relevant, engaging content that drives real business results. We salute this year's All Stars for their success, and are honored to have played a part in their achievements."

About CalAPA

The California Asphalt Pavement Association, originally founded in 1953, represents asphalt producers, refiners, paving contractors and other companies involved in the asphalt pavement industry in California. The organization provides educational services, technical and promotional information about asphalt and interacts with public agencies and others to ensure that asphalt pavements are the sustainable, cost-effective and long-lasting building material of choice.

About Constant Contact, Inc.

[Constant Contact](#) is revolutionizing the success formula for small organizations through affordable, easy-to-use Engagement Marketing™ tools that help create and grow customer relationships. More than half a million small businesses, nonprofits, and associations worldwide rely on Constant Contact to drive ongoing customer dialogs through email marketing, social media marketing, event marketing, and online surveys. All Constant Contact products come with



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unrivaled KnowHow, education, and free coaching with a personal touch, including award-winning customer support.

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