

CALIFORNIA ASPHALT INSIDER

The latest news and views from the California Asphalt Pavement Association

Vol. 11, Issue 2 <> Jan. 8, 2018



www.calapa.net

IN THIS ISSUE

[New Verizon TV ads seek to answer our favorite question: 'How can asphalt help save the environment?'](#)

[CalAPA 'Quality HMA Paving' classes to be held Feb. 13 in Sacramento area, Feb. 20 in the East Bay area of San Francisco](#)

[Seats going fast for the CalAPA Annual Dinner Jan. 18 at the historic Jonathan Club in Los Angeles](#)

[Job Opportunity: Plant Superintendent](#)

[Photo of the Week](#)

[Tech Term of the Week: Binder Course](#)

[Quote of the Week: Henry Moore](#)

CALENDAR

(Always on-line [HERE](#))

*

'Asphalt Pavement 101' training class
Tuesday, Jan. 9, 8 a.m. to noon
Graniterock Company, 350 Technology Drive, Watsonville
Contact: Ritha Nhorn (916) 791-5044

Greetings!

This weekly bulletin contains the latest news and information of interest to the asphalt pavement industry in California. Please feel free to distribute this newsletter to others who may be interested in asphalt pavements.

→ New Verizon TV ads seek to answer our favorite question: 'How can asphalt help save the environment?'

A national TV ad campaign for Verizon, with a California angle, is creating quite a bit of buzz with its provocative opening question: "How can asphalt help save the environment?"

Regular readers of this space know we have extensively reported on the asphalt pavement industry's commitment to environmental protection and sustainability. Asphalt, for example, is the world's most recycled product, and the introduction of Warm Mix Asphalt and other green technologies have been shown to reduce energy consumption, air and water pollution and Greenhouse Gas emissions. Smoother asphalt pavements also reduce fuel consumption, and the use of porous asphalt helps reduce pollution from storm-water runoff. Several publications that highlight many of these green attributes can be found on the CalAPA website [HERE](#).



An image from the Verizon national TV ad campaign.

Just last month in CalAPA's official magazine, asphalt was prominently featured in a story about paving in the Elysian Aqueduct in Los Angeles, which will preserve and protect a vital storage facility for municipal drinking water. You can read the article [HERE](#).

Verizon's TV ads focus on another component of asphalt pavements -- home to "smart" technology that operate unseen to motorists but are also an important part of our transportation infrastructure. And fitting for a state that is home to Silicon Valley, the advertisement profiles the use of this technology right in our back yard in Sacramento. You can click [HERE](#) to view the Verizon TV ad.

While we recognize that technology is ever-evolving, we also would like to take this opportunity to tip our hard hats to those who have helped pioneer the concept many decades ago. Caltrans was one of the leaders of marrying technology and pavements, and none other than former California Gov. Ronald Reagan was on hand (pictured below) in 1971 when the first "Traffic Operations Center" (now called a Traffic Management Center) was opened in downtown Los Angeles in 1971. The world-renowned "nerve center" of the world's busiest freeway system brought together information from a variety of sources, including sensors embedded in the pavement, to a central location where Caltrans, California Highway Patrol and local agency personnel could effectively

Register [HERE](#).

*

'Asphalt Pavement 101'
training class

Wednesday, Jan. 10, 8 a.m.
to noon

Quality Suites, 1631 Monterey
St., Los Padres Meeting Room
(3rd Floor), San Luis Obispo
Contact: Ritha Nhorn (916)
791-5044

Register [HERE](#).

*

'Asphalt Pavement 101'
training class

Thursday, Jan. 11, 10 a.m.
to 2:30 p.m. (includes
lunch)

University of Phoenix, 45 E.
River Park Place West, Suite
201 (Second Floor Room 204),
Fresno.

Contact: Ritha Nhorn (916)
791-5044

Register [HERE](#).

*

'Quality HMA Paving'
training class

Tuesday, Feb. 13, 8 a.m. to
noon

National University, Rancho
Cordova Campus, 10901 Gold
Center Drive, Sacramento
Contact: Ritha Nhorn (916)
791-5044

Register [HERE](#).

*

'Quality HMA Paving'
training class

Tuesday, Feb. 20, 8 a.m. to
noon

City of San Leandro, 999 E.
14th Street, South Offices
Building Conference Room,
San Leandro

Contact: Ritha Nhorn (916)
791-5044

Register [HERE](#).

*

SIGN UP NOW!

CalAPA Annual Dinner
Thursday, Jan. 18, 2018
Jonathan Club

545 S. Figueroa St., Los
Angeles.

monitor and respond to rapidly changing traffic conditions.

One of the motivators for the Legislature to approve last year's big infrastructure investment bill, SB1, was not only to fill potholes and smooth out bumpy rides, but also to repair and upgrade technology with the aim of reducing traffic congestion. Expect to see numerous projects to do just that in the months and years ahead.

As the Verizon TV ad concludes, "Who knew asphalt could help save the environment?" and then answers its own question: "Verizon did." We humbly offer a friendly amendment: a few others were in on it as well.

Our special thanks to Caltrans District 7 video specialist Steve DeVorkin for unearthing for us this great photo of the former governor (and future 40th president of the United States) admiring this shining example of innovation that was a model for the rest of the world.



Former California Gov. Ronald Reagan toured the original Caltrans "Traffic Operations Center" in downtown Los Angeles in 1971. The original "42-mile loop" of electronically monitored freeways is behind him. Photo courtesy of Caltrans District 7.

➔ **CalAPA 'Quality HMA Paving' classes to be held Feb. 13 in Sacramento area, Feb. 20 in the East Bay area of San Francisco**

Registration is now open for two new offerings of CalAPA's highly-rated "Quality HMA Paving" class, which covers practical aspects and best practices of a successful paving operation. The class will be held Feb. 13 in Rancho Cordova (Sacramento area) and again on Feb. 20 in San Leandro in the San Francisco Bay Area.

The "Quality HMA Paving" class is ideal for field personnel or inspectors and focuses on the essential steps required to achieve a quality asphalt pavement project during construction. The class is taught by Skip Brown, a longtime paving company owner who has personally supervised the placement of more than 4 million tons of asphalt on pavements and parking lots in California.

Although the class is just a half-day it is packed with useful information for contractor and agency paving crews, inspectors and others who want

For sponsorship information, contact Sophie You at (916) 791-5044

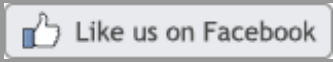
Details [HERE](#).

*

SAVE THE DATES!
Spring Asphalt Pavement
Conference & Equipment
Expo

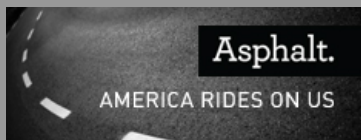
April 25 & 26, 2018
Doubletree Hotel, 222 N.
Vineyard Ave., Ontario.
For sponsorship and exhibitor
information, contact Sophie
You at (916) 791-5044
Details soon!

SOCIALIZE



CHOOSE ASPHALT

Asphalt is used on about 93 percent of paved roads in California and across the U.S. Why? Because it's smooth, quiet, safe, durable and 100 percent recyclable. Visit the [Asphalt Pavement Alliance](#) website learn more about why asphalt is the right choice now more than ever.



GET TECHNICAL

to know the key ingredients for a quality paving project that performs as intended. Pavement repairs also will be covered.

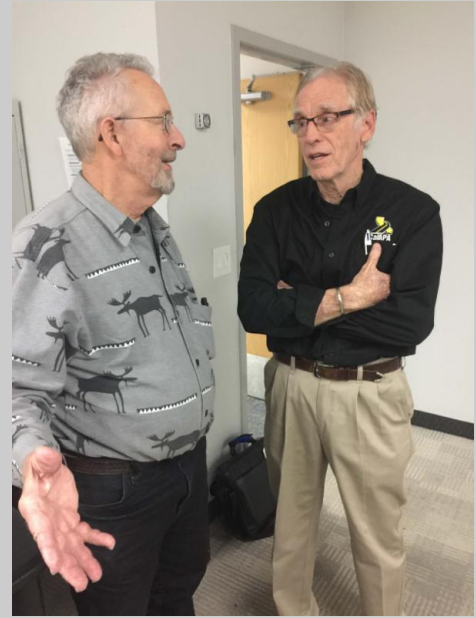
To learn more and to register for the Feb. 13 class in Rancho Cordova, click [HERE](#). For details and to register for the Feb. 20 class in San Leandro, click [HERE](#).

It's also not too late to register for CalAPA's highly regarded "Asphalt Pavement 101" introductory class, taught by Roger Smith, a former senior materials engineer with Caltrans and the Asphalt Institute, as well as a former executive director of CalAPA. For details and to sign up for the Jan. 9 "Asphalt Pavement 101" class in Watsonville, click [HERE](#). The Jan. 10 San Luis Obispo class registration page is [HERE](#). The Jan. 11 Fresno class registration page is [HERE](#).

"Asphalt Pavement 101" is a recommended prerequisite for other CalAPA technical classes, such as "Caltrans Section 39 Specifications," "Essentials of Pavement Smoothness," "Understanding the Job Mix Formula" and "Quality HMA Paving."

All attendees for any CalAPA class will receive a handy reference booklet that includes copies of the slide presentation, key acronyms, a glossary of technical terminology and other essential information for future reference. Attendees will also receive a handsome certificate of completion documenting that they have completed four (4) Professional Development Hours (PDH) of technical instruction.

CalAPA can also bring training classes to your company or agency, which can greatly reduce travel time and expense. Click [HERE](#) to learn more.



Skip Brown, left, and Roger Smith chat recently during a break between their CalAPA classes.



Skip Brown, standing, conducts a recent "Quality HMA Paving" class attended by industry and agency personnel.

Are you an engineer, designer or technical professional who makes decisions on pavement type selection? The DriveAsphalt website has technical reports and other resources may be just what you're looking for. Click [HERE](#) for more information.



CaIAPA

California Asphalt Pavement Association (CaIAPA)

Mailing address:
P.O. Box 981300
West Sacramento, CA 95798

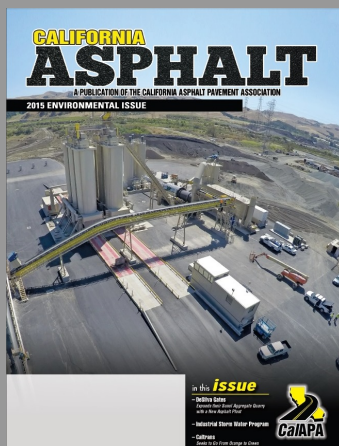
Main office:
1550 Harbor Blvd., Suite 211
West Sacramento, CA 95691

(916) 791-5044 (phone)

BACK ISSUES

Did you miss an issue of the *California Asphalt Insider*? No problem! Past editions of the newsletter are available at the CaIAPA newsletter [archive page](#).

MAGAZINE



→ Seats going fast for CalAPA's Annual Dinner Jan. 18 at the Jonathan Club in Los Angeles

Seats are going fast for the most prestigious asphalt industry event of the year -- the CalAPA Annual Dinner, which will take place on Thursday, Jan. 18 at the historic Jonathan Club in downtown Los Angeles. This event is open only to CalAPA members and invited guests. Click [HERE](#) for details and to register on-line.

Former Assemblyman Roger Dickinson, now executive director of Transportation California, a CalAPA-supported advocacy group, will be the featured speaker at the dinner. He'll provide the very latest update about the passage of SB1, the \$52 billion Road Repair & Accountability Act of 2017, and what it will mean for our industry in the months and years ahead.



Roger Dickinson

The evening program will also include an installation of association officers for 2018, recognition of industry leaders, and the induction of a "Life Member" into the CaIAPA "Hall of Fame." A reception begins at 5:30 p.m., followed by the dinner. A meeting of the CaIAPA Board of Directors will take place in the afternoon prior to the dinner.

The Jonathan Club is located at 545 S. Figueroa St. in downtown Los Angeles. There are a limited number of sleeping rooms available at the historic venue. Contact the Jonathan Club directly at (213) 624-0881 to make a reservation and mention "CaIAPA." The Jonathan Club has a strict dress code and business attire is required. Click [HERE](#) for details about the dress code.

For more information and sponsorship opportunities, visit the CaIAPA 2018 Annual Dinner website [HERE](#) or contact Sophie You at (916) 791-5044.



The historic Jonathan Club in downtown Los Angeles, location of the CalAPA Annual Dinner, has been frequented by U.S. presidents, governors and captains of industry.

→ Job opportunity: Plant Superintendent

Granite Construction is currently seeking qualified applicants for the

CalAPA produces a highly regarded magazine, *California Asphalt*, and an annual membership directory. To view current and past issues of the magazine, click [HERE](#).

For advertising sales information, click [HERE](#) or call Kerry Hoover with Construction Marketing Services at (909) 772-3121.

position of plant superintendent. Click [HERE](#) for a detailed description of the position and to apply on-line.



STAY INFORMED



Click [HERE](#) to receive *California Asphalt Insider* each week via e-mail FREE!
Or visit our website at:
www.calapa.net

WATCH



Click [HERE](#) to visit our video page.

DESIGN!



LEARN!

We can bring CalAPA's popular training classes to your facility at a date and time convenient to you! Click [HERE](#) to view our "hosted" training class flier, or contact

→ Photo of the Week



CalAPA's special SB1 "Fixing YOUR roads" bumper stickers are starting to appear on vehicles across California. Special thanks to CalAPA member Rene Vercruyssen with Knife River for inspiring this campaign, and to our magazine publisher, Construction Marketing Services, for designing and printing them for us.

→ Tech Term of the Week

Each week we highlight a word, acronym or other reference commonly used in the asphalt pavement industry in California.

BINDER COURSE: A transitional layer of bituminous paving between the base and the surface course.

→ Quote of the Week

"I think in terms of the day's resolutions, not the years'."

Henry Moore

We hope you enjoy CalAPA's *Asphalt Insider*. We are committed to providing you with the most up-to-date information on technical issues, regulation, news, analysis and events in California that may impact the asphalt pavement industry. Click [HERE](#) to contact us with any comments or suggestions.

Sincerely,

CalAPA at (916) 791-5044 for details. This service is available to public agencies and CalAPA members only.



Russell W. Snyder, CAE
Executive Director
California Asphalt Pavement Association (CalAPA)

The *California Asphalt Insider* is an official publication of the California Asphalt Pavement Association. For more information or to inquire about membership, call (916) 791-5044, or click [HERE](#) to send us an e-mail.
Copyright © 2018 California Asphalt Pavement Association - All Rights Reserved.
www.calapa.net