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## **BIOGRAPHY: RUSSELL W. SNYDER, CAE**

Russell W. Snyder is the Executive Director of the California Asphalt Pavement Association (CalAPA), which represents the asphalt pavement industry in California. In that capacity, he oversees all operations of the association, which seeks to communicate, educate and advocate on behalf of the industry. CalAPA also works in partnership with asphalt producers, refiners, contractors, public agency representatives, university researchers and others to promote technical advances and best practices in asphalt production and pavement construction, as well as to encourage adequate funding to maintain and improve California's critical transportation infrastructure in a sustainable, environmentally sensitive and economically prudent way. Snyder reports to the CalAPA Board of Directors, which is comprised of representatives from asphalt producers, refiners, contractors and related companies. In 2011, following a merger vote, Snyder successfully integrated the operations of two regional associations into a single statewide organization with a \$2 million budget. He holds a Certified Association Executive (CAE) credential from the American Society of Association Executives. He is also a member of the State Asphalt Pavement Association, Inc., composed of executives of other asphalt pavement associations.



Prior to joining CalAPA in 2008, Snyder was San Francisco Bay Area regional manager for Associated General Contractors of California. While at AGC he provided consultation services to member companies and represented construction industry interests with local elected officials, regulatory bodies and local, state and federal agencies. He also managed AGC regional events and helped recruit new members. In partnership with Caltrans, Snyder launched a mentor-protégé program for construction, which won the 2008 National Diversity Award from AGC of America.

From 2002 to 2005, Snyder was Executive Director of the Northern California Laborers' Training and Retraining Trust Fund, overseeing two campuses and a \$10 million annual budget that provided vocational skill and safety training for thousands of union Laborers and apprentices in Northern California. From 1991 to 2002 he worked in various administrative positions at the California Department of Transportation, including Public Information Officer, Quality Manager and Deputy Director for Policy and Administration, where he was responsible for managing the \$300 million administration budget and strategic planning for the 20,000-employee department. He also served as a project manager for the Governor's Office for Innovation in Government. He is a former senior examiner with the California version of the Malcolm Baldrige National Quality Award.

Snyder holds a bachelor's degree from Pepperdine University. Upon graduation, his first career was in journalism, where he won numerous awards for reporting excellence. Among his career highlights, he worked as a reporter and editor for United Press International's bureaus in Los Angeles, Sacramento and UPI's World Headquarters in Washington, D.C. He currently resides in Davis, Calif., with his wife, Adrienne.

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