

## **APA NAMES KVACH AS FIRST EXECUTIVE DIRECTOR**

The Asphalt Pavement Alliance, a partnership of the Asphalt Institute, the National Asphalt Pavement Association, and the State Asphalt Pavement Associations, today named Mike Kvach as its first full-time Executive Director. The appointment takes effect immediately. Kvach is charged with mobilizing the asphalt pavement industry with the goal of maintaining and growing asphalt's share of the pavement market.

Prior to his appointment to this position, Kvach served as NAPA's Vice President for Product Deployment for two years. His primary role at NAPA was to lead the delivery and deployment of the asphalt industry's marketing activities. This involved close cooperation with the State Asphalt Pavement Associations and the Asphalt Institute.

From 2000 to 2008, Kvach was the Executive Vice President of the Asphalt Paving Association of Iowa. In that role, he was the top marketer of asphalt pavements in the state, as well as being active on various national industry committees. Prior to joining APAI, he was the National Sales Manager for the Hot Mix Asphalt Paver Group at Cedarapids Inc., located in Cedar Rapids, Iowa. He was responsible for strategic planning and implementation for increasing paver sales in the U.S. and Canada. During his 12-year tenure at Cedarapids Inc., Kvach held responsibilities in various sales and marketing positions including distribution development and quality paving training. From 2008 to 2009, Kvach was Vice President of Sales & Marketing for Peterson, an Astec Industries Company based in Eugene, Oregon. Peterson is a manufacturer of heavy forestry and recycling equipment.

"The first order of business is to build off the momentum the APA has created over its 12 years of successful advocacy for the industry. Then we will be looking for ways to take our messages deeper into the marketplace. I'm also looking forward to strengthening the partnerships between all sectors of the asphalt paving industry," said Kvach.

Kvach will report to the recently formed APA Board of Directors, which will eventually assume all of the functional duties and more, previously held by the APA Steering Committee. For more information on the Asphalt Pavement Alliance, please visit [www.asphaltroads.org](http://www.asphaltroads.org).

*The Asphalt Pavement Alliance is a coalition of the Asphalt Institute, the National Asphalt Pavement Association, and the State Asphalt Pavement Associations. The Asphalt Pavement Alliance's mission is to further the use and quality of asphalt pavements. The Alliance will accomplish this through research, technology transfer, engineering, education, and innovation.*