

2019 Greater Iowa Asphalt Conference Raises Awareness, Builds Partnerships and Sets Record Attendance

The 2019 Greater Iowa Asphalt Conference (GIAC) was an unmitigated success story. Record attendance, coupled with new sessions and high-quality speakers, set a standard of excellence for this event that will be tough to beat (until next year). “The Greater Iowa Asphalt Conference set attendance records for the fifth straight year with over 730 attendees, but what I’m most proud of is the quality of our programs and the higher message that was delivered by our speakers this year,” said Bill Rosener, Executive Vice President of the Asphalt Paving Association of Iowa. “Our theme this year was “Team Asphalt” recognizing that it takes a team of individuals partnering together to build quality projects. This event was so successful because of our partners at the Iowa DOT, Iowa’s County, City and Consulting engineers and their staff, along with the APAI contractors all came together to learn, share and build relationships that will lead to even higher levels of excellence in our industry.”



The event started on Wednesday, March 6, with a joint-ventured HMA Inspection class that saw attendees from the DOT, along with Iowa county, city, contractors and consulting firms. The “Safety First, Last and Always” session saw record attendance. The 2019

Equipment Expo opened on Wednesday afternoon with a full-house of the Midwest’s best equipment and service suppliers.

Thursday's session was highlighted a heartfelt message delivered by Iowa DOT Director, Mark Lowe, on the importance of partnering for success: a powerful message presented by Officer Dave Lorenzen on Human Trafficking, and the Keynote address delivered by former Navy SEAL and author, Lt. Jason Redman. Lt. Redman's presentation titled "Lead Always and Overcome All" provided insights on overcoming life's "ambushes" and "Getting off the X" and brought the standing-room-only crowd to its feet for a minute long ovation.



The 2018 Quality Construction Award Luncheon recognized the men and women who built the smoothest, safest and highest-quality projects during the past construction season. The eight afternoon breakout sessions ran the gamut from best

rehabilitation techniques to dealing with multi-generational crews. The Thursday evening "Asphalt Vegas" had high-stakes (fake money) gambling, show girls and a tremendous magic show.

Friday morning's technical presentations by professors from Iowa State University and the University of Iowa were both interesting and practical. The "Most Interesting Projects in Iowa" did not disappoint with presentations on HiPro Thin Overlays, municipal night paving, the asphalt interlayer and reconstructing the Hilton Coliseum parking lot.

"We took some chances at the 2019 Greater Iowa Asphalt Conference that really paid off. In cooperation with the Iowa DOT, we added the HMA Inspection class that saw over 200 attendees! The Human Trafficking speech did not fit exactly in the theme



of the event but the opportunity to enlighten over 700 people to the problem in our society was important to our committee. I heard people talking about it for the next two days. In addition to that, the first ever meeting of the Iowa Chapter of the Women of Asphalt was held at GIAC. I couldn't be more proud to have these initiatives being part of our event and I want to sincerely thank all the people that made them so successful," said Rosener.

APAI and all the Greater Iowa Asphalt Conference Attendees thank the Sponsoring Companies that made this event so successful.

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