



www.apai.net

We Want You!

To Work in Iowa's Asphalt Industry

There is a great amount of work to be done in Iowa's Asphalt Industry and we are currently lacking the people to do it. The shortage of young people entering the skilled construction trades, coupled with an aging existing workforce, has left our industry in a perilous position. This situation, while challenging, is also an opportunity to redefine our industry, its principles, and the future of asphalt work

The Past

Iowa's asphalt contractors have a proud tradition of quality and success. This tradition has been built on the hard work, and commitment to excellence, by the men and women who work in this industry. This commitment has included long hours, extensive travel, and nights and weekends spent working away from family and home. The reward for this commitment was a

strong living wage, good health benefits and a winter lay-off with unemployment compensation.

During this same period, the emphasis on students attending college and achieving a secondary degree became indoctrinated in both our education system and our society. It was no longer socially acceptable for young men and women to "go to work" after high school. An unintended

consequence of this push for secondary education was the creation of a social stigma around those who work with their hands. The results of this policy was a lost generation of young people who chose not to enter the skilled trades and the resulting generational hole that exists in our workforce today.

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over the next few decades. To define the problems and construct a solution, this article will briefly examine what brought us to this watershed moment, define specific steps that can lead us forward, and provide a long-term view of what the industry may look like in the future.

Tales from the Road



You Deserve It

We are right in the midst of tournament basketball season at our house. Our 11-year old son Henry has been playing nearly 40 minutes a game (depending on early fouls) for 4-5 games a weekend. In addition, he has practice and additional workouts another three nights during the week. I love it. So does he. Last weekend he surprised everyone with a big game, a double-double, 10 points – 16 rebounds, a few blocks and a couple of steals. This was a huge jump in production for him. He was ecstatic. So was I. On the drive home that day, I asked him if he was surprised by his great game. "Yeah, kind of," he replied quietly. "You shouldn't be," I said. "You put in all that work, all those practices, all those afternoons shooting baskets, all that time playing one-on-one with your friends – you deserve it. You worked for it, you earned it, and you deserve it." He let that sink in for a minute. He leaned back in his seat, closed his eyes, and smiled. I think this same premise applies to Iowa's rich tradition of quality asphalt production and excellence in asphalt paving.

These cold winter months allow for some time for the body and spirit to recuperate. It provides quality time to spend with our families and loved ones. The winter is also the time when equipment is prepared, training is completed and foundations for the next season's successes are laid. When I was a crew member, I would spend a few weeks, or a month, helping the full-

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Upcoming Events

(Click event for more information)

2019 Greater Iowa Asphalt Conference

Dates: March 6 – 8, 2019
Location: Airport Holiday Inn Conference Center, Des Moines

Next Level Leadership Class

Date: March 21, 2019
Location: West Des Moines Sheraton

2019 APAI Road Shows

Date:	Location:
March 26	Storm Lake King's Pointe
March 27	Council Bluffs Harrah's Conference Center
March 28	Des Moines Holiday Inn Express
April 9	Ottumwa – Indian Hills Community College
April 10	Coralville Coralville Marriott

2019 TCC Fly-In

Date: May 14-15, 2019
Location: Washington, D.C.

Eastern Iowa Golf Outing

Date: June 25, 2019
Location: Brown Deer Golf Course, Iowa City

2019 Summer Meeting

Date: July 18-19, 2019
Location: Des Moines, IA

Western Iowa Golf Outing

Date: July 27, 2019
Location: To be announced



(Tales from the Road – continued from Page 1)

time foreman and mechanics prepare the equipment for the next season. Hours of cleaning, greasing, welding and replacing parts were necessary to insure a good start. This is crucial to the success of a company.



The hard work, preparation, testing and final tweaks, allows the crew to start the season strong and never look back. I also spent eleven years as an estimator / project manager. The winter months carry much responsibility. Long days of deciphering plans, driving to look at projects and bidding jobs that you “have-to-have” is stressful. The hard work done by this group is often overlooked. These men and women realize that their preparation, long hours, hard work (and a bit of luck) will be the difference on whether the employees of their company will have work to do this year. There is a heavy responsibility with this job. Not only if the crews will work this year, but also if the company will make money and be open for the next season.

Both of these groups will be provided with opportunities to learn, grow and improve through training programs provided through the APAI and other construction industry initiatives. These sessions are

invaluable in crafting our skill sets as operators, technicians, estimators and leaders. The opportunities are only valuable if they are valued by both employer and employee. The employer makes a significant investment in time and money, the employee must embrace the chance to be coached, to learn not only from the instructor but also those attending the sessions. The knowledge and experience that is shared by our peers is one of the greatest assets of our industry.

As Henry has learned this season, success is earned through hard work, preparation, and instruction. The success of Iowa's asphalt companies in achieving the highest state and national quality construction awards comes from the individuals who prepare equipment, bid jobs, set schedules, and train to be the best. It also comes from the companies that support these employees, require the training and fund these investments in success. It should not be a surprise to Henry or any of you when that success comes – it is deserved.

Smoother is Better,

Bill Rosener

SAVE THE DATE

APAI ROAD SHOWS

MARCH 26, 2019 STORM LAKE, IA / KING'S POINTE
MARCH 27, 2019 COUNCIL BLUFFS, IA / HARRAH'S CONFERENCE CENTER
MARCH 28, 2019 DES MOINES, IA / HOLIDAY INN EXPRESS - URBANDALE
APRIL 9, 2019 OTTUMWA, IA / INDIAN HILLS COMMUNITY COLLEGE
APRIL 10, 2019 CORALVILLE, IA / CORALVILLE MARRIOTT

Sign up soon at www.apai.net!

Photo credit Joseph Podolsky

(We Need You!, Continued from page 1)

The Present

The lack of people entering our industry is often dismissed with vague generalizations about “young people don’t want to work hard anymore.” Generationally, we are seeking to incorporate both the Millennials (born between 1984 and 1996) and Generation Z, born after 1997, into our industry. To accomplish this task, we may need to fundamentally change how we value our employees and their lives outside of work. According to multiple research studies Millennials are looking for work that is significant and meaningful to society, allows for collaboration in a “team” environment, allows them to stay connected to their social interactions and provides for a lifestyle that is flexible with time away from work. In addition, this generation is also much less gender-biased and is more accepting of all races and lifestyles.

These same studies have shown that money is not the number one motivating factor for these generations – the largest motivator is feeling a sense of accomplishment and being recognized for those accomplishments. These two generations have also seen the effects of going to college just “to get a degree”. The huge student loan debt that their friends and family members have incurred will provide additional impetus to look at skilled construction trades as a viable option.

If we are to attract these generations into our industry, how can we adjust our approach as employers to make Iowa’s asphalt industry more appealing?

1. Adopt an Improved Focus on Work / Life Balance

The adoption of these initiatives by contractors to give more leave or flex time to their employees, along with allowing for more family time on weekends, will be the most difficult to achieve, but also the most beneficial to attracting new people to the industry and the most necessary to keep existing employees in our industry. Today’s worker wants a life outside of work, to see their kids’ soccer games and be home at night with their family. The issue with this initiative is that Iowa asphalt contractors have approximately 100-120 working days, depending on weather, in the construction season to complete all of their work. To provide employees with opportunities to

spend more quality time with their family, contractors will need to find even more employees to handle “flex” time, add more crews to work shorter weeks, or take less work to complete during a season. None of these options are appealing, albeit, all of them may be necessary.

2. Emphasize Team Building and Opportunities for Advancement in the Industry

The education system, with all of its faults, has done our industry a great service through teaching students the power of the “team”. An Iowa asphalt company is built to be successful based on the quality of their team and their crews. These

Iowa’s asphalt Industry is blessed with opportunities to advance quickly for those that are willing to work hard and focus on quality construction.

3. Direct Specific Efforts to Recruit Women and Minorities to our Industry

Iowa’s asphalt industry has been progressive in welcoming minority workers, particularly Hispanic workers, to our paving crews and leadership roles. This commitment needs to continue and progress. Women have always been present in our industry, but recent trends have seen a strong rise in the numbers of women being hired by Iowa contractors. The



Tri-State Paving employees in Crawford County.

teams are a collection of individuals who work together collectively to achieve daily success. These daily affirmations of success through completing projects feeds into the Millennials’ mindset. However, this generation will need more training than those that came before and will require a supervisor that is willing to answer the question “Why?” on a daily basis. For those new hires that make the cut, the opportunities to advance quickly in our industry are real. One only needs to look around our industry to see the number of foremen, project managers, superintendents and owners between the ages of 30-40.

newly formed Iowa Chapter of “Women of Asphalt” has a focus on what can be accomplished when we all work *together as a team*.

The Future

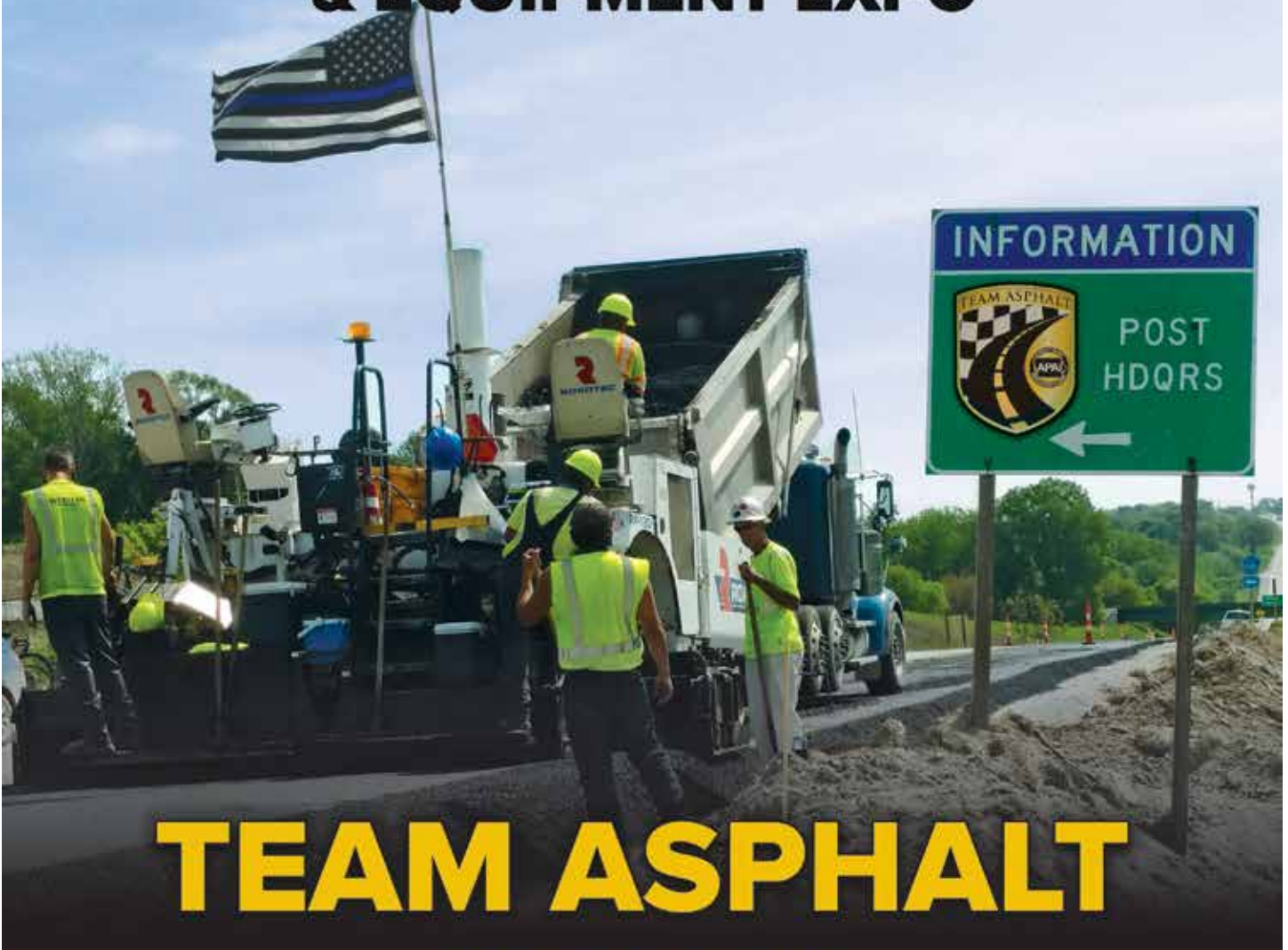
The future of Iowa’s Asphalt Industry is uncertain, but one thing that is certain will be the eventual incorporation of autonomous trucks and construction equipment. Autonomous construction technology currently exists and is being tested world-wide to incorporate into daily operations. The future asphalt worker will

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2019 GREATER **IOWA ASPHALT** CONFERENCE



& EQUIPMENT EXPO



TEAM ASPHALT

MARCH 6 - 8, 2019

AIRPORT HOLIDAY INN | DES MOINES, IOWA

SPONSORED
BY:



IOWA STATE UNIVERSITY
Institute for Transportation



College of
Engineering

IOWA ASPHALT REPORT

GREATER IOWA ASPHALT CONFERENCE

WEDNESDAY, MARCH 6 – FRIDAY, MARCH 8, 2019

AIRPORT HOLIDAY INN, 6111 FLEUR DRIVE, DES MOINES, IA

WEDNESDAY, MARCH 6, 2019

- 7:30 a.m. - 4 p.m. Registration – Airport Holiday Inn, Fleur Drive, Des Moines, Iowa
- 8 a.m. - 12 p.m. **Optional Pre-Conference Workshop: “Inspector: A Day in the Life”**
Morning Session: Inspection 101
 \$150 per person – FREE for Greater Iowa Asphalt Conference registrants
- 1 - 4 p.m. **Optional Pre-Conference Workshop: “Inspector: A Day in the Life”**
Afternoon Session: Inspection 202
 \$150 per person – FREE for Greater Iowa Asphalt Conference registrants
- 1 - 4 p.m. **Optional Pre-Conference Workshop: “Safety First, Last & Always”**
 \$150 per person – FREE for Greater Iowa Asphalt Conference registrants
- 4 - 6:30 p.m. **Working Man’s Break**
 Sponsored by the APAI



THURSDAY, MARCH 7, 2019

- 7:00 a.m. Registration and Continental Breakfast
- 8:00 a.m. Welcome and Opening Remarks – Bill Rosener, Executive Vice President, APAI
- 8:15 a.m. “Partners in Quality” – Mark Lowe, Director, Iowa DOT
- 8:30 a.m. “Project Partnering for Success” – Will Sharp, Project Engineer, HDR
- 9:00 a.m. “Human Trafficking” – David Lorenzen, Iowa DOT Motor Vehicle Enforcement
- 9:45 a.m. Break in the Exhibit Hall
- 10:00 a.m. “Racing Against the Clock” - Tyler Clement, Newton Speedway
- 10:30 a.m. “Lead Always and Overcome All” – Jason Redman, Navy Seal, Author and Coach
- 11:30 a.m. Break in Exhibition Hall
- 12:00 p.m. **APAI Smoothness Awards Luncheon** (Banquet Room)
 Scott Dockstader and Charlie Purcell, Iowa DOT, Presenting
- 1:30 p.m. **Afternoon Breakout Sessions I**
- | | | | |
|----------------------------|------------------------|-----------------------------------|---------------------------|
| Track A | Track B | Track C | Track D |
| Plant Operation - Jeopardy | Municipal Construction | Innovation Connection: Division 1 | Leadership Series: Part I |
- 3:00 p.m. Refreshment Break in the Exhibit Hall
- 3:30 p.m. **Afternoon Breakout Sessions II**
- | | | | |
|---------------------------------------|--------------------------------------|-----------------------------------|----------------------------|
| Track A | Track B | Track C | Track D |
| Team Asphalt: Paving with Distinction | Road Rehabilitation – Best Practices | Innovation Connection: Division 2 | Leadership Series: Part II |
- 6:00 - 9:00 p.m. **ASPHALT VEGAS** (Exhibit Hall)



Jason Redman

FRIDAY, MARCH 8, 2019

- 6:30 a.m. Conference Breakfast
- 8:00 a.m. **Bio-Polymer Research** - Dr. Chris Williams, ISU
Pavement Preservation - Dr. Ashley Buss, ISU
- 9:45 a.m. Refreshment Break
- 10:00 a.m. **Iowa’s Most Interesting Asphalt Projects**
- 11:30 **Grand Prize Drawings** (must be present to win)
- 11:45 **Adjourn**



APAI 63rd Annual Convention Celebrates Highest Levels of Excellence

The Asphalt Paving Association of Iowa (APAI) 63rd Annual Convention held November 28-29, 2018 at the West Des Moines Marriott saw a record number of attendees, powerful speakers and the APAI's largest-ever awards program celebrating Iowa's Asphalt Industry's commitment to excellence.

The theme of the APAI Convention was "Driving Excellence" and the 400+ attendees were treated to two days of featured speakers from the Iowa DOT, District 7 of the EPA, the Illinois Tollway, Iowa County, Municipal and Consulting Engineers and leaders of the APAI in an atmosphere of innovation, partnership, and camaraderie. The keynote speaker, Mr. Erik Therwanger, former US Marine, drove home the principles of building a foundation

of leadership to achieve the highest levels of excellence for individuals and companies.

The Wednesday night event, "Life in the Fast Lane", saw APAI contractors racing cars on a 28' oval track at speeds not seen in the WDM area in years. The APAI Awards ceremony, led by Wes Musgrove and Charlie Purcell of the Iowa DOT focused the spotlight on the highest quality projects of the year. The luncheon was highlighted by the induction of Denny Lohrer, long-time Iowa DOT employee, and current River City Paving Quality Control Supervisor, into the Iowa Asphalt Hall of Fame. The President's banquet on Thursday night saw new APAI President Ray Svoboda of Grimes Asphalt and Paving take the leadership of the association and Member of the Year, Mike Collins of Knife

River, recognized for his contributions to Iowa's Asphalt Industry. The APAI Scholarship auction held later that evening was a huge success with over \$31,000 raised for APAI Scholarship recipients. "This convention was important to our industry in many ways.", said Bill Rosener, APAI Executive Vice President, "Our industry is in the midst of a generational change and I couldn't be more proud of our young leaders coming together to solidify our partnerships with the agencies we work with; committing themselves to work on APAI committees that effect the future of our industry and pledging resources to the next generation through APAI scholarships. This event proved that we are in very good hands with our next generation of leaders."



The APAI would like to thank our sponsors:

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The APAI is proud to introduce **Next Level Leadership**, a one-day, high-intensity seminar designed for APAI Contractor, Supplier and Associate Member personnel to be held on March 21, 2019 at the West Des Moines Sheraton (1800 50th St. West Des Moines, IA) from 8 am to 4 pm. This event will provide your people valuable insights allowing them to make the next step in their progression as a leader in your company. All valued employees at the superintendent, foreman, lead person, estimator, salesperson and next-generation level will benefit from this special class.

Highlights Include:

A Piece of the Puzzle – Eight Traits of a Quality Teammate

Coach Kevin Kush, Special Keynote Speaker, Author, National Speaker and Boys Town Football Coach

Thriving in a Multi-Generational Workplace

Kit Welchin, Instructor Minnesota State Colleges and Universities

Building Partnerships with your Customers

Bill Rosener, APAI Executive Vice President

Building a Culture of Safety

Dr. Joe McGuire, CRH Americas and Candy Klingensmith, Knife River Midwest

Finding your Leadership Style

Round Table Discussion with APAI Leaders

And Much More...

This class is offered as part of the APAI Workforce Development Committee's and the APAI Board of Directors' pledge to **Attract, Train and Retain** the people who make Iowa's Asphalt Industry the best in the Nation. The cost for this event is only \$150 and includes lunch and handout materials. Seating is limited. Please sign up your employees today by [clicking here](#) or calling the APAI at 515-233-0015.

(We Need You!, Continued from page 3)

need to be a smart, tech-savvy individual who wants to spend time in a fast-paced, opportunity-driven occupation. Imagine a project where none of the trucks or equipment is being directly operated but is being controlled off-site or through virtual reality operations. Our industry needs to begin preparing for this eventuality through industry-based training for our current employees and curriculum-based education for the next generation.



Conclusion

Iowa's asphalt contractors have much to be proud of. The successes they have achieved, both on a state and national level, is a testament to the quality of the people that work in this great industry. There are opportunities for both contractors to improve the quality of their employees' lives and to attract the next great generation of workers to this industry. Working asphalt construction is hard work. It is challenging work. It is rewarding work. We need to celebrate the diversity that our industry has achieved and work to make it stronger. The tradition of this industry is to focus on quality and a commitment to excellence. The next generation of Iowa's asphalt workers can, and with proper training, will bring that same level of commitment to maintain Iowa's asphalt contractors' designation as the "Best in the Nation."

APAI Welcomes New Members

APAI continues to add to our membership rolls. At their last Board Meeting, the Board of Directors elected two Contractor – Non-Producer Members, one Aggregate Producer Member, and two Associate Members to the Association. Thank you to those who have helped recruit these new members.



When **American Milling Services** deals with Asphalt Milling, they specialize in the removal of the top 1"-2" layer of the asphalt that is no longer effective. Removal of asphalt at this depth allows them to maintain the correct grade or slope needed for roadways and parking lots. From interstates and highways to local roads and parking lots, asphalt milling will enable the client to make repairs without having to redo the entire surface. American Milling Services provides customers with more than 30 years of exceptional quality and service that can be relied on. American Milling Services has offices in Cedar Rapids and Des Moines.



CJ Cooper & Associates is a full-service consortium/ third party administrator for drug & alcohol testing, serving public and private sector customers since 1994. They assist in the development, implementation and management of your entire drug testing program. They offer compliance expertise in the DOT regulations and the Drug-Free workplace programs. CJ Cooper & Associates is an authorized distributor of rapid drug screen devices that can be used in the workplace with confirmation from a SAMHSA certified laboratory and MRO services. Their goal is to ensure your company is compliant with federal and state regulations. It is their vision and their commitment to you that sets their business above the rest. They are a certified Iowa Targeted Small Business.



Gilson Company is a leading manufacturer and distributor of high-quality construction testing equipment and laboratory testing equipment suited to your unique applications. Experienced Customer Service and Technical Support staff work with you to select products that meet even the most rigorous ASTM and AASHTO standards. Their materials testing equipment spans across many industries including construction, laboratory, pharmaceuticals, food services and much more!



Midwest Coatings Company, Inc., located in Modale, Iowa, has been serving Iowa, Nebraska, and surrounding areas with asphalt paving and maintenance solutions since their beginning in 1998. Midwest Coatings provides a variety of maintenance services including crack routing/sealing, patching, slurry sealing, fog sealing, and chip sealing. With their wide variety of services, their goal is to get their customer the right treatment at the right time to maximize the lifetime of the pavement. For more information about Midwest Coatings visit their website www.midwest-coatings.com.



Pattison Sand Company, a 4th generation family owned business employing 365 staff people, is proud to be a new member of the Asphalt Paving Association.

Located in NE Iowa, near Guttenberg, Pattison Sand Co. is providing high quality Ordovician dolomitic limestone throughout the state of Iowa, through rail, river and road.

Please welcome these new members and show your support for them, by contacting them and utilizing their services. To find contact information for these members, go to <http://www.apai.net/associate-members.aspx>.

APAI Members

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 Clarence Richard Company, Minnetonka, MN
 Coleman-Moore Company, Des Moines
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 Arthur J. Gallagher, Des Moines
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 Heartland Outdoor Services, Grimes
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 Save Our Sewers, Inc., Cedar Rapids
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 Waste Commission of Scott County, Buffalo
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 Ziegler, Inc., Des Moines
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 HGM Associates, Inc., Council Bluffs
 I & S Group, Storm Lake
 IIW, P.C., Dubuque
 JEO Consulting Group, Inc., Carroll
 Kirkham-Michael, Urbandale
 Knight E/A, Ames
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