Asphalt Institute’s Century of Service

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2019 Annual Meeting – Baton Rouge, LA

Peter T. Grass, P.E., CAE
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@AsphaltGrass

AI’s 2019 Leadership

2019 Chair
Kat Crownover
Valero Energy

2019 Vice Chair
Bob Cheever
Jenno, Inc.

A brief history…

• Founded on May 16, 1919 at the Union League Club in New York City
• 11 original members
• WWI over, public clamor for better roads, advancement of the automobile

2019 Centennial

Spring – New York City – Reflections of our Past
April 22 - 25
Grand Hyatt
42nd Street (Park Avenue at Grand Central)
Gala Event: Union League Club reception and dinner
Champagne Toast with members

100 Year Champagne Toast

ExxonMobil 100 years of membership

• 100 years of membership
• ExxonMobil & Imperial Oil
• $500,000 gift announced to Asphalt Institute Foundation
AI Eurobitume Strategic Partnership Signing

- New York City, NY
- As in Brussels, BE earlier in April, 2019

Post WWII; Move to DC

- January 1955; moved to University of Maryland, College Park Campus
- ME and NJ Turnpike; Asphalt!
- AI engineers promoted sound engineering principles
2019 Centennial Celebrations

Summer – Chicago – Perspective on the Present
August 5 - 8
The Westin Chicago River North
320 N Dearborn Street
Offsite venue- Adler Planetarium

100 Years – video player

- Short video of our history
- Clips of interviews with industry leaders, AI members
- 100 years of industry photos

Fred M. Fehsenfeld

SEAUPG Annual Meeting
AI Century of Service-Pete Grass
11/19/2019
2019 Centennial Celebration – AI’s Homecoming
Lexington, KY
October 8-10
Hilton Downtown Lexington
AI Headquarters re-dedication
AIF Courtyard grand opening
Keeneland event
Buffalo Trace Distillery Tour
Select committee meetings

Move to Lexington

• 1989; University of Kentucky partnership
• AI Building ribbon cutting
• Superpave Asphalt Technology

Bill Kirk
Master of Ceremonies
CEO, Associated Asphalt

SEAUPG Annual Meeting
Al Century of Service-Pete Grass
11/19/2019
Post WWII; Move to DC

- January 1955; moved to University of Maryland, College Park Campus
- Building demolished Summer '18

The Story of Saving our Institute Seal...

- Sponsored by The Heritage Research Group
- "Mission Impossible" theme
- Watch a short film of it – see our AI home page
- Dedicated to Fred M. Fehsenfeld, Sr.
Now displayed in Asphalt Institute Headquarters lobby

Asphalt Institute Foundation – courtyard dedication ceremony

AI Foundation Internship Program

• Brings together students for 2-day industry overview
• Includes ‘soft’ skills
• Industry panel
• AI meeting attendance option
• 4th Class June 2019

Foundation Interns at AI Summer Meeting
Life Cycle Assessment – now published!

- Life Cycle Assessment (LCA) for liquid asphalt
- Initiated October 2014
- thinkstep was our contractor
- Thankful for Eurobitume input/reviews
- Includes an executive summary
- Presenting at LCA 2020 Pavement, Roadways and Bridges conference in Sacramento, CA in June next year

Asphalt Promotion

- Strategic Partnerships
- National marketing support via the APA Deployment program
- Education, Training and Publications
- Industry trade shows

Making a difference!

Al Spring Magazine Cover

EPIC 5: Class Roster

- Danielle Arasin – Russell Standard Corporation
- Jacob Butt – Pioneer Oil
- Geoff Dillon – Eurobitume
- Kristina Eiting – Owens Corning
- Gayle Fee – Flint Hills Resources
- Andrew Hanz – Mathy Construction
- Lana Johnson – Husky Asphalt
- Jonathan McElveen – Ergon Asphalt & Emulsions
- Rusty Parker – Hunt Refining
- Jonathan Pepyne – All States Materials Group
- Holly Read – Myer
- Gordon Shirts – U.S. Polyco
- Lisa Wolf – Road Science
- Tytus Zurawski – McAsphalt Industries Limited

- Presentation & Evaluation – April 28, 2020
- New York City
The European Bitumen Association

Eurobitume celebrates by profiling the collaboration with 50 key industry partners (social media activity and links back to EB website pages).

E&E Congress 2020

- Technical programme themes:
  - Asphalt mixture performance and testing
  - Asphalt production, paving and compaction techniques
  - Future roads and mobility
  - Binder performance and testing
  - Bituminous emulsions
  - Sustainability & Environment
  - Warm Mix Asphalt / Low temperature asphalt
  - Social economy
  - Health & Safety
  - Maintenance and Rehabilitation
  - Case studies & non-highway applications: Success and failure from real practice

- https://youtu.be/ylvf7f4o8ug

We are an official media partner for the upcoming E&E Congress in Madrid in May 2020

- Magazine ads
- Electronic ads
- Calendar listing
- Social media posts

International Roofing Expo
February 4-6, 2020
Dallas, Texas

CONEXPO-CON/AGG
March 10-14, 2020
Las Vegas, NV

2019 Centennial
Annual – San Diego, CA – Imagining the Future
December 9 - 12
The Westin San Diego Gaslamp Quarter
910 Broadway Circle
Off-site venue: USS Midway
2019 AI Members... priceless support!