Abigail Wright Pereira
Director of Marketing and Communications
ORBA/OAPC
WHAT’S NEW?

STRONGER TOGETHER
Upcoming 2017 Events

May TBD - Asphalt Specifications Workshop- Mississauga – stay tuned for more details

June 29 - Summer Round Up – Premier Summer Networking Event – Bringing in ~250 Members. Location TBD.

August 31 - Golf Tournament – Club Link Station Creek – Bringing in ~250

Fall Technical Transfer Workshop – Date & Location TBD

Fall Webinar on RAP – Date TBD

October 16 – 20 - ORBA President’s Tour – Locations TBD

November 18 - Christmas Gala (Formerly Ladies’ Evening)

November 30 – OAPC Fall Asphalt Seminar – Universal Event Space - Vaughan
Recent News

Mike McLean named 2017 OAPC chairman
11 APR 2017 read more

ORBA & OAPC celebrate a new chapter and outstanding service

Social Media

Social Media

Popular Pages

Ontario Road Builders’ Association (ORBA) promotes and supports the growth of Ontario’s transportation infrastructure industry.

OAPC PARTNERS IN QUALITY ROAD TOUR SEMINARS

This year’s program will present a unique opportunity for ORBA producer members and contractor representatives to get the latest industry information that will impact their work in 2017 and to meet face-to-face with local Ministry of Transportation (MTO) and municipal and consulting engineers.

REGISTER NOW!

INFO HIGHWAY
Geoff Wilkinson  
Chief Operating Officer  
905-507-1107 ext. 224

Ashley De Souza  
Director, Government Relations  
905-507-1107 ext. 223

Christina Jannetta  
Director, Member Engagement  
905-507-1107 ext. 228

Vince Aurilio  
Executive Director, Ontario Asphalt Pavement Council  
905-507-3707 ext. 103

Abigail W. Pereira  
Director, Marketing and Communications  
905-507-1107 ext. 227

Princess Buni  
Accounting and Office Coordinator  
905-507-1107 ext. 221
Nadia Todorova  
Policy Analyst  
905-507-1107 ext. 225

Karen Walker  
Communications Coordinator  
905-507-1107 ext. 226

Stacey-Lee Wright  
Education and Member Services Coordinator  
905-507-1107 ext. 222

Saaliha Malik  
Events Coordinator  
905-507-1107 ext. 229

http://orba.org/staff/
Expanding Educational Offerings
Bridging the Knowledge Gap
Partnered with AI, OGRA & MEA to present Feb 16 Technical Transfer Session
Attendance: 245

Sponsored OGRA 2017 Conference
Hosted Feb 26 Asphalt Technology 101 Session
Attendance: ~60, 75 were registered.

“In my job, I see the road at the end of the process. Coming to this workshop really helps to bring home the message that even the smallest details from the beginning of the job make a big difference when it comes to quality. For example, everything needs to be timed right from the loading of the mix at the asphalt plant to ensure that trucks don’t just rush to sit and wait at a job. Temperature matters in achieving optimum compaction.” Bill Rynard, Road Operations Manager, Township of Uxbridge

“[I learned a lot today],” says Tony Nuziale, Municipality of Killarney Superintendent of Public Works. “The speakers were excellent and the format really helped me to understand what goes into producing the final product. Now I have a much better understanding of what to look for throughout the process.”
Getting back to the basics!

March 6 - Asphalt Paving
Download recording by clicking [here](#).

March 20 - Asphalt Plants
Download recording by clicking [here](#).
Presented by:
Domenic Passalacqua, Plant & Facility Manager, D. Crupi & Sons Ltd.
Donn Bernal, General Manager, Yellowline Asphalt Products Ltd.

April 3 - Asphalt Plant & Paving Sampling and Testing
Download recording by clicking [here](#).
Presented by:
Mark Latyn, Quality Manager, Capital Paving
Amma Wakefield, Senior Materials & Quality Engineer, Aecon Group Inc.
Mark Eby, Construction Manager, County of Wellington

April 24 - Asphalt Plant & Paving Inspection
Click [here](#) to register.
Presented by:
Dave Youkhana, Volunteer Director for Bituminous Technology for OGRA & Municipal Engineers Association
Amma Wakefield, Senior Materials & Quality Engineer, Aecon Group Inc.

May 15 - Asphalt Cement
Click [here](#) to register.
Presented by:
Steve Manolis, General Manager, CAE, Coco Asphalt Engineering
The Roads Scholars and Scholarship Program was developed by the Plant and Paving Committee in 2013 to help engage and educate students interested in a career in the asphalt industry and to have them network with potential employers. Each year students from the colleges are invited to attend the Spring Operations Seminar where they are formally recognized. This year at the April 6th Spring Operations Seminar we had 9 students attend.

We now partner with 6 colleges throughout diverse Ontario regions, Centennial, Georgian, Conestoga, Fleming and this year we have included Canadore College (Eastern Ontario) and Algonquin College (Northern Ontario) into the Roads Scholarship program.
Students

OHMPA STUDENT RESUME PORTAL

OHMPA’s ‘Roads Scholar Program’ was developed through OHMPA’s Plant and Paving Committee and is an initiative intended to better engage and educate young people about the asphalt industry as they are making career choices. Recipients are invited to OHMPA’s Spring Operations Seminar free of charge and are formally recognized at the seminar. The program provides students with an excellent opportunity learn more about the industry and to network with industry leaders.

In support of our Roads Scholar initiative, this resume portal is available for construction and technology students to post their resumes for our 135 member companies to view. Please submit your resume to have it available for review by our members. Your resume will remain on our site for 30 days.

Resumes we receive will be divided into the 6 categories listed below. Please indicate where you best fit in.

LABOURER
TRADESPERSON
OPERATIONS
ADMINISTRATIVE
QUALITY CONTROL
SAFETY/ENVIRONMENTAL
The past year has not been an easy one in terms of headlines.
Messaging & Press

In spite of it being a difficult year for the industry as it has been covered in the press, OAPC press coverage is back on track and plans are underway to continue to increase positive news releases.

In 2015 there were 10 positive news releases that were covered in the press. In 2016 there were 25 positive news releases that were covered in the press.

Keeping our messaging positive and continuing to get out the good news stories will go a long way in the long run.
Messaging & Press

Messaging - ASPHALTopics

ASPHALTopics is OAPC’s key vehicle for disseminating the latest information in the asphalt industry and positive industry messaging.

OHMPA took over and rebranded the magazine in 2013. The magazine is now showcased as North America’s premier asphalt industry magazine and has become a significant source of income for the association.

Increased subscribers nine percent in 2016/17 from 1054 to 1175 subscribers.
Messaging – ASPHALTOPics

Local and national industry magazines have begun to request to republish ASPHALTOPics articles – a testament to the quality of the magazine’s content.

Republishing exponentially expands the reach of our target audience, promotes positive industry news and further promotes our messaging, which all comes down to promoting excellence in asphalt paving.
2011 - 2016 ASPHALTTopics Profit Margins

<table>
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<th>Year</th>
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<td>2011</td>
<td>0</td>
<td>(5,494.68)</td>
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<tr>
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Promotions and Public Engagement.

#ONGreatRoads Campaign ran from May 13 – July 26
54 entries were received from all across the province.

When people think of asphalt, they think ‘Potholes’ – let’s change the conversation
“Participation in this contest made me realize how fortunate we are to ride on these great roads. I am not sure how we would function so efficiently without asphalt roads.” Jason Riddell – Kingston, ON

Infrastructure can be sexy.

Let’s be proud of construction projects again – not just inconvenienced by them.
Messaging & Campaigns

Promotions and Public Engagement

Twitter followers grew from 607 at the start of 2016 to 774 followers.

@OAPC_ON_Asphalt
Messaging & Campaigns

Site Unseen Campaign

Keeping workers safe and saving lives!

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**TOP IPSOS SURVEY FINDINGS**

- ONE IN EVERY THREE DRIVERS (28%) admits that they are not always focused on the road while driving
- Many drivers report witnessing a number of other drivers’ bad habits including SPEEDING (87%), WEAVING (72%) and ROAD RAGE (61%)
- Most Ontario drivers agree construction sites are simply people DOING THEIR JOBS (93%) but a significant majority also report viewing construction sites as an INCONVENIENCE (75%)
After the run of the 2016 Campaign a follow up IPSOS survey was conducted.

3 in 10 or 31 per cent of Ontario drivers recall seeing or hearing one of the ads.

Of those 31 per cent – 9 out of 10 of them reported that the ads made them think twice while driving through construction zones, making them slow down and be more alert.
Messaging & Campaigns

Site Unseen Campaign

Keeping workers safe and saving lives!

Campaign will run again this summer and a tool kit is available for all members to use.

Members may request the poster – free of charge - on which they may place their logo.
The Advantage Program offers member companies preferred pricing on an array of products and services.

Subscribe now to our Driver’s License Status Check Program. Save up to 30% on domestic services and more.

Discount of 2.4c per litre of diesel/gasoline. Save 20% on car wash services.

ORBA member companies save 10% on a subscription to HRdownloads.

Save up to 30% on domestic services and more.

orba.org/advantage
Let ProfitPoint negotiate your current telecommunications rates to reduce your bills.

Take advantage of the ORBA fleet prices with Fiat Chrysler Automobiles.

Get 10% discount on selected services when you join the VIP employee program.

Receive a free quote on wealth management and 20% of your wealth management fee.

Save 15% on the best possible rate with Choice Hotels.

orba.org/advantage
DRIVER LICENCE STATUS CHECK
ATTENTION CONSTRUCTION INDUSTRY!

DID YOU KNOW A DRIVER WITH AN INVALID LICENCE CAN COST YOUR ORGANIZATION?
- CVOR points and civil litigation in case of an accident
- Impoundment of your company's vehicle
- Insurance costs not covered by your provider
- Negative media and regulatory attention

THE SOLUTION:
ORBA DRIVER LICENCE STATUS CHECK PROGRAM

A TIMELY, RELIABLE AND AFFORDABLE WAY FOR YOUR COMPANY TO CONFIRM THAT YOUR DRIVERS HAVE A VALID LICENCE.

SUBSCRIBE NOW!
orba.org/dlsc

TIMELY, RELIABLE AND AFFORDABLE!
A SIMPLE WAY FOR YOUR COMPANY TO CONFIRM THAT YOUR DRIVERS HAVE A VALID LICENCE.

HOW THE PROGRAM WORKS
Your company submits electronically, via a password protected web-site, a list of drivers' licence numbers, including "C" class drivers, along with the required licence class and endorsement. Once every three months (February, May, August and November), your submitted roster of drivers is submitted to MTO for a status check. MTO sends you the results via email, with any licence status discrepancies immediately flagged.

MTO 3 YEAR DETAILED DRIVER ABSTRACTS
As an added benefit, you may at any time, order a 3 year MTO driver abstract for any driver on your roster. The abstracts are delivered via email next day.

PROGRAM COSTS
With the minimum one year commitment, the cost per driver is $6.20 ($1.90 per check). The MTO 3 year abstract fee is $10.09 per driver. Non-member companies are required to pay an annual $250.00 administration fee.

BENEFITS
This exclusive program can save you considerable time and money, not to mention eliminate the significant repercussions, including fines, vehicle impoundment, refusal of insurance coverage, litigation and negative media attention, associated with having drivers caught with invalid licences.

For pennies a day, the Driver Licence Status Check Program is your best “insurance”.

NEXT STEPS
Simply return a completed subscription agreement (non-member companies must also submit an application form). Upon approval, you will receive your user account name and password, at which time you can start submitting your drivers.

For More Information contact Stacey Lee Wright at: stacey@orba.org or visit orba.org/dlsc
2016 Trade Show/Conference Presence
2017 Trade Show/Conference Schedule

February 5 - 7
February 26 - 28
April 5 - 7

June 6 - 8
August 13 - 16
We value your opinion.

Please take 5 minutes to complete the survey provided at the beginning of the seminar.

Everyone who completes the survey will be entered a limited edition “Keep Calm” t-shirt and computer bag/backpack.

Names will be drawn at the end of the seminar.