

WHAT'S
NEW?



Change is an
opportunity to do
something
amazing.



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Chief Operating Officer,
Ontario Road Builders'
Association (ORBA)



Vince Aurilio
Executive Director,
Ontario Asphalt
Pavement Council
(OAPC)



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Manager, Events
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Relations



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Communications



Princess Buni
Manager, Finance and
Administration



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Membership & Education
Coordinator



Jessica Gill
Events Coordinator




Aymen Rehman
Communications &
Marketing Coordinator



Abhinav Gupta
Administrative &
Accounting Assistant

<http://orba.org/staff/>

New Publications



THE ABCs OF RAP

More than steel. More than plastic. More than paper. Asphalt is North America's number one recycled material. In 2015, in the US alone, contractors reuse and recycle 70 million tonnes a year*. That is an impressive amount. In the same year, 77 million tonnes of reclaimed asphalt pavement (RAP) was stockpiled across the US for future use*.

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ONTARIO ASPHALT PAVEMENT COUNCIL




CHOOSING THE RIGHT PERFORMANCE GRADED ASPHALT CEMENT IN ONTARIO

Performance Graded Asphalt Cements (PGAC or simply PG) were introduced in Ontario in 1997 as part of the Superpave implementation. After almost 20 years, it's time to look back and see what we have learned, and what has changed. The purpose of performance grading is to select an asphalt binder that performs in the local environment for the intended use. The grade of the asphalt binder contributes to the resistance to rutting (or permanent deformation) of a pavement at high temperature, the thermal cracking characteristics at low temperature, and fatigue resistance at intermediate temperatures.

Specifying the right asphalt binder is essential to achieving good pavement performance. The guiding force for the implementation of PGACs in Ontario was the Ontario Superpave Implementation Committee (OSIC), a group of Ontario agencies (municipal and provincial) and industry user stakeholders who interpreted the Superpave binder selection criteria for use in Ontario and rationalised the criteria at the time.

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New Publication Coming soon – An Asphalt Plant in Your Neighbourhood



The ABCs of Superpave

The Road to Success for Asphalt Pavements

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Nomenclature for Asphalt Cement Grades

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Asphalt Cement Supplier Members of the Ontario Asphalt Pavement Council (OAPC) met on February 2nd, 2018 to discuss standardizing the nomenclature of common Asphalt Cement (AC) grades currently being specified in Ontario. OAPC is a council of the Ontario Road Builders Association (ORBA).

While the OAPC/ORBA and The Asphalt Institute fully support the implementation of AASHTO M-332 Multiple Stress Creep Recovery (MSCR) grading for all AC used in Ontario, we are aware of the confusion among AC suppliers, Hot Mix Producers and user agencies with regard to the different names used to designate the various grades. Because of the large number of different specifications being used at this time it is impractical to develop a system that will encompass them all, so it was decided to address the more common specifications. Individual suppliers may use their own unique names for grades meeting specifications other than those addressed below.

In consideration of these issues, the following was established and will be implemented by suppliers as of March 1st, 2018. While not all binder specifications may fall in one of these categories, it is hoped that most will.

Please see the back of this sheet to review nomenclature guidelines for AC Grades.



Upcoming 2018 Events

June 14 - Summer Round Up & Live Auction for Asphalt Research – Richie Bros. in Bolton - Bringing in ~250 Members.

August 30 - Golf Tournament – Club Link Station Creek – Bringing in ~250

October 27- Christmas Gala (Formerly Ladies' Evening)

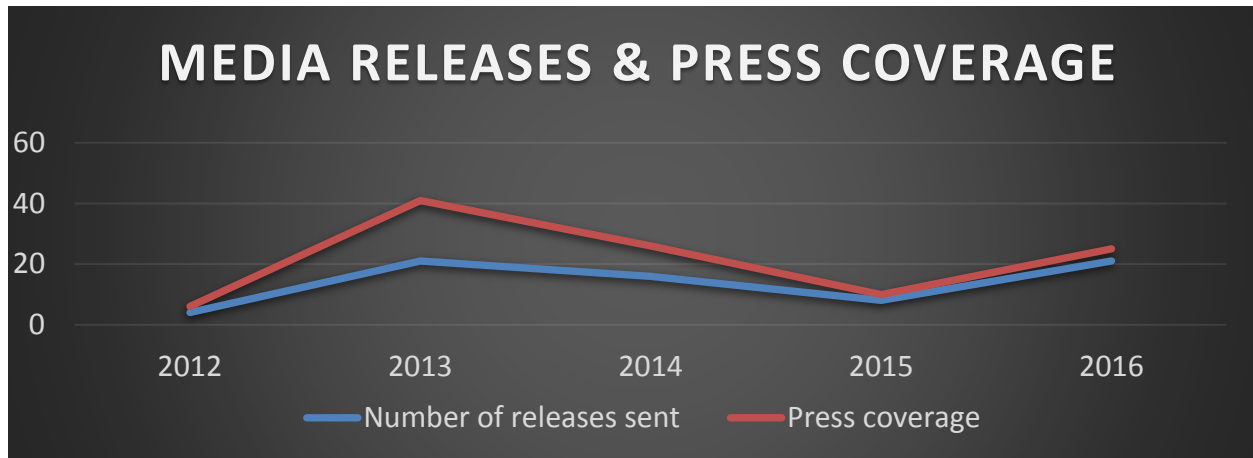
October 29 – November 9 - ORBA President's Tour – Locations TBD

November 29 – OAPC Fall Asphalt Seminar – Universal Event Space - Vaughan

What we've done and continue to do...



Press



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 goes 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.

Subscribers increase at least 10 per cent each year. Currently, we have over 1,200 subscribers.



Messaging & Press

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.



Messaging & Campaigns



YOUTUBE VIDEO LINKS



#ONGreatRoads CONTEST

A PICTURE CAN BE WORTH A THOUSAND WORDS

and in the case of the #ONGreatRoads contest winners, also a \$100 gas card!

The contest ran from May 13 to July 22, 2016, and captured 84 entries via GIMPA's Twitter and Facebook channels from diverse areas across the province, providing some creative and scenic photos of Ontario's roads.

#ONGreatRoads was first launched in 2013 as a way to celebrate the great asphalt roads that make up the backbone of Ontario's infrastructure and to provide an opportunity for the public to tell their stories about their favourite Ontario roads.

PHOTO LOCATION
Kilgus, ON
SUBMITTED BY
Lynne McHeuer of Elmhorrie, ON

PHOTO LOCATION
Ingleside, ON
SUBMITTED BY
Jason Riddell of Kingston, ON
"Participation in this contest made me realize how very fortunate we are to ride on these great roads. In fact, I am not sure how we would function so efficiently without asphalt roads!"

PHOTO LOCATION
Victoria Road South near Guelph, ON
SUBMITTED BY
Dan Kennedy of Morriston, ON

PHOTO LOCATION
583 Kirkfield Road near Kirkfield, ON
SUBMITTED BY
John Sinspall of Brampton, ON

PHOTO LOCATION
Highway 41 near Ben Echo Park, ON
SUBMITTED BY
Elizabeth Bessie of Bradford, ON
"[We] drove to Ben Echo Park via the Trans-Canada highway and then Highway 41. [and] were exploring the area north of Ben Echo Park... I loved driving in this area because the views were stunning and there was a lot of wildlife to see. When I entered the contest I wanted to share a road less travelled in Ontario. We often travel outside of Ontario without realizing how much we have here."

Lynne McHeuer, an administrative assistant from Elmhorrie, was selected as a weekly winner on June 8. Her winning entry captured a playful moment of a family member riding a bicycle during a family gathering. She explained how participating in the #ONGreatRoads campaign helped her to see Ontario's roads in a different light. "[The] contest made me think about how lucky we are to have such great roads that provide us a quick and easy way to commute, and also a place where we can play, no matter what age we are. I believe that your contest was a great way to make us think about and appreciate asphalt roads, because I think we take them for granted!"

The other four randomly drawn winners were Elizabeth Bessie of Bradford, John Sinspall of Brampton, Dan Kennedy of Morriston, and Jason Riddell of Kingston.

Stay tuned for the 2017 #ONGreatRoads contest as GIMPA endeavors to promote excellence in asphalt pavement through the public's eyes.

Ontario Asphalt Pavement Council

1,733 Tweets 568 Following 862 Followers 131 Likes 1 Lists 0 Moments

2018 Trade Show/Conference Schedule



February 25 - 28



June 6 - 7



August 19 - 20

**WE NEED
YOUR
FEEDBACK**



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 bottle of wine.

Names will be drawn at the end of the seminar.

