WHAT’S NEW?
Change is an opportunity to do something amazing.
David Caplan  
Chief Operating Officer,  
Ontario Road Builders’  
Association (ORBA)

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

Sharon Headley  
Manager, Events and Education

Andrew Hurd  
Director, Policy and Stakeholder Relations

Abigail Wright Pereira  
Director, Marketing and Communications

Princess Buni  
Manager, Finance and Administration
New Publications

New Publication Coming soon – An Asphalt Plant in Your Neighbourhood
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...
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 – ASPHALTTopics

Local and national industry magazines have begun to request to republish ASPHALTTopics 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
2018 Trade Show/Conference Schedule

February 25 - 28

June 6 - 7

August 19 - 20
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.