Road Tour Seminars
2014

Guelph – April 24
Kingston – April 29
Sudbury – May 1
GTA – May 6

OHMPA 2.0
NEW HORIZONS FOR OHMPA MARCOMS
WHAT’S NEW?

OHMPA is getting a make over.

Starting with OHMPA’s website launched January 1, 2014.

The website has brought us to the 2.0 generation of technology with the capabilities to adapt to future technologies.

Website conveys a strong, sustainable brand that represents ASPHALT.
Asphalttopics has a new look and feel!

Again better representing the asphalt industry with a strong brand.

Editorial content continues to feature the latest technical information and editorial content as well as human interest pieces related to the industry to capture a broader audience.

Digital archive of the magazine going back to 2003 is now available on the website.
In this digital age of limited attention spans and a 24-hour news cycle that sometimes does not take the time needed to get all the facts straight, public and political opinion is at times based on hype rather than the facts of solid science.
And it’s simply human nature to complain when we’re not happy about something but to stay quiet when things go right.
WHAT WE ARE FACING

REALITY CHECK

The challenges we are facing are in reality not problems. If we reframe the way we see our problems we will realize great opportunities.

Is the man being eaten by the bird or is he in his boat about to catch a big fish? It all depends on how you look at it.
With the help of OHMPA’s social media presence via Twitter and monthly releases – we have increased our press coverage by more than 40 percent over last year, which has also expanded into mainstream print and broadcast.

OHMPA awards asphalt industry leaders

By: STAFF REPORT
2014-04-10

On-Site

Canada’s Construction Magazine

CTV News

CHCH TV
OHMPA’s Social Media presence has gained traction in the past year. We are up to 334 Twitter followers. Social media has greatly helped OHMPA with messaging and getting press coverage.

..And has offered several opportunities to have a bit of fun.

Social Media 101 training for members.
OHMPA is expanding its tradeshow presence to new audiences.

Airport Management Council of Ontario (AMCO) – Oct 2013

AMO – Association of Municipalities of Ontario Annual Conference Aug 2013

OHMPA continues to exhibit at OGRA/ROMA and AORS annual conferences.
NEW PUBLICATIONS

Just Released – April 2014

ABCs of Longitudinal Joints – January 2014

Potholes 101
Fact & Fiction

**Fiction**
- Potholes result from water getting into the pavement and freezing.
- Potholes typically last seven to 10 years after a road is paved if it is not maintained properly. Depressions in jointed concrete are considered permanent.

**Fact**
- Potholes result from joints in the pavement that allow water to penetrate and freeze. This process is repeated regularly.
- Concrete pavements develop cracks and surface voids which develop into the full or partial failures of the concrete slab, which forms a hole. These holes are typically repaired with asphalt patching. When the damage to the slab is too great, it requires replacement of the slab, which requires full lane closure of the affected lane and partial lane closure of at least an one other lane for five to seven days to allow for removal of the existing slab and laying of the new slab in pavement crews.

The majority of roads in Toronto have a concrete base with 30 cm of asphalt overlaid to improve ride comfort and provide adequate wheel resistance on wet pavements and dry weather conditions. The concrete base is placed at the time to control the cracking of the concrete. The joints cause cracking of the asphalt overlay within one to two years of placement. If these cracks are not sealed and maintained, potholes form at the intersection of cracks in the asphalt overlay.

All asphalt cement used to build roads in Ontario meets the OPSS-90101 specification, which means it meets national standards that undergo constant review and development. There is no 'patching' or 'new asphalt cement.'

The key to pothole prevention is to build a durable road with good drainage, adequate pavement thickness and tight longitudinal joints and to maintain that pavement over 25 to 27 years.

If streets are designed and built for proper drainage and are well maintained so sealants are not used, water will not get into the pavement and potholes will not occur.
• #ONGreatRoads photo contest – May 16 – July 4

• Celebrating what our members do best, building some of the best roads in North America.

• Weekly prizes drawn for $75 gas card and one grand prize for $500 gas card

Honk if you see this sign!
• Join the conversation – follow OHMPA on Twitter and Facebook.

• Be our eyes and ears and let us know about issues you are facing in your region.

• Send us your story ideas and leads.
HOW YOU CAN HELP

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 to win a bottle of wine.

Names will be drawn before the end of lunch.
QUESTIONS