

## Mission, Vision, Values and Goals

Updated 2017

### Mission

Promote quality asphalt pavements, which are safe, environmentally friendly, cost-effective, and sustainable.

### Vision

Professional organization dedicated to making asphalt the pavement of choice.

### Values

#### **Stewardship**

Providing benefits and solutions that are in the best interest of our customers.

#### **Excellence**

Providing quality products and services that exceed our customers' expectations.

#### **Innovation**

Making well-designed pavements that are smooth to ride and built to last by implementing research and innovation.

#### **Professionalism**

Working as a well-respected organization capable of meeting the needs of its membership with the highest level of integrity and standards.

#### **Accountability**

Supporting the needs of our membership and serving as a voice for the asphalt industry.

### Goals

#### **Communicating the Benefits of Asphalt**

The Wisconsin Asphalt Pavement Association (WAPA) represents member interests on a wide range of issues related to asphalt design, construction, maintenance, technical specifications, costs, marketing, and public policy at all levels of government (local, state, and federal). The Association serves as a liaison between the asphalt paving industry and a broad range of stakeholders including government agencies, the transportation industry, asphalt pavement customers, media, and the citizens of Wisconsin.

#### **Education and Outreach**

WAPA works to educate professional engineers, government employees, and the public at large about the latest advancements in asphalt technology as well as the advantages and benefits of asphalt pavements.

#### **Partnerships**

WAPA maintains strong working relationships at the state and national levels through fostering partnerships with industry leaders, key stakeholders, and asphalt research and development authorities.

#### **Advocacy**

WAPA provides information and solutions through proper planning, analysis, design, construction techniques, and maintenance practices to help keep asphalt the number one pavement of choice in the state.

### About

Established in 1948, WAPA ([wispave.org](http://wispave.org)) is a statewide, non-profit organization representing the interests of the asphalt industry in Wisconsin. WAPA members include asphalt mixture producers, paving contractors, liquid asphalt suppliers, and associate members who support the industry by providing quality pavements, materials, and services.