

NEWS RELEASE



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WISCONSIN ASPHALT PAVEMENT ASSOCIATION EARNS NATIONAL AWARD FOR OUTSTANDING WEBSITE

Lanham, Md. — The National Asphalt Pavement Association (NAPA) announced today that Wisconsin Asphalt Pavement Association, of Madison, Wisc. is a finalist of a 2014 Outstanding Website Award. The association was recognized Monday, July 13, at a ceremony recognizing the Operational Excellence Award recipients during the NAPA Midyear Meeting in Denver.

“Through the creation of five Operational Excellence Award categories: Asphalt Operations Safety Innovation, Community Involvement, Ecological, Outstanding Brochure, and Outstanding Website; the Awards Committee established a blueprint for excellence — detailing the aspects that make for successful businesses,” stated Jim Mitchell, Chairman of the Awards Committee.

The Outstanding Website Award recognizes website designs that promote the use of asphalt and the asphalt pavement industry. Websites are judged on the use of industry messages and efforts to educate the general public about the asphalt pavement industry.

Before Wisconsin Asphalt Pavement Association redesigned its website, WisPave.org, users were met with an abundance of information that many found cumbersome and difficult to navigate.

Last year the site was cleaned up, organized, and given the final onceover before making its debut. The association, also known as WAPA, now has a website with some added sparkle and shine — a more welcoming home page, valuable information, pictures, industry links, industry career opportunities, and more.

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“We tried to make it more visually appealing for the general public, as well as our members,” said Brandon Strand, Executive Director of the Wisconsin Asphalt Pavement Association.

The goal in redesigning the website was to better serve the association’s members, government officials, and the general public. Visitors to the site are now offered three or four recent news stories, a list of upcoming events, and a brief profile from a featured WAPA member. The cleaner, easy-to-use site provides valuable industry information in a professional manner.

Perhaps the most popular section of the site is the Resources section, in which the benefits of asphalt are categorized into three parts: economics, engineering, and the environment.

“We were also able to catalog different resources under those three different headers whereas before we had a ton of information but it wasn’t categorized into any shape or form,” Strand said. “Hopefully it’s a little easier to navigate.”

Each category features WAPA, NAPA, or other industry publications discussing the three areas of focus. The Economics section features information on life-cycle cost analysis and pavement selection. The Engineering portion includes information on perpetual pavements, pavement design, smoothness, and quiet pavements. The Environment link discusses sustainability, warm-mix asphalt, and porous pavements.

In addition, the site’s Career tab allows members to post job openings and features information for recent graduates by highlighting education, licenses, and certificates required to land an asphalt job, whether it’s on a plant or paving crew or in management and engineering.

“I think the ultimate goal of our website is to make it the first and only stop for local governments, state governments, consulting and engineering firms, our members, or the public in general, in regards to asphalt pavement in the state of Wisconsin,” Strand said.

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The National Asphalt Pavement Association (NAPA) is the only trade association that exclusively represents the interests of the asphalt producer/contractor on the national level with Congress, government agencies, and other national trade and business organizations. NAPA supports an active research program designed to improve the quality of asphalt pavements and paving techniques used in the construction of roads, streets, highways, parking lots, airports, and environmental and recreational facilities. The association provides technical, educational, and marketing materials and information to its members; supplies product information to users and specifiers of paving materials; and conducts training courses. The association, which counts more than 1,100 companies as members, was founded in 1955.