

## Mission

*Promote quality hot mix asphalt pavements which are safe, efficient and in the best interest of the customer.*

## Vision

*Professionals dedicated to making HMA the customer's preferred choice in pavement solutions through innovation, education and exceptional service.*

## Values

### Stewardship

*Continually providing lasting and sensible solutions in the best interests of our customers and the environment.*

### Excellence

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

### Innovation

*Creating ways to meet the new, inspiring and creative challenges of today's and tomorrow's transportation needs.*

### Professionalism

*Conducting ourselves with the highest level of integrity and standards.*

### Accountability

*Being individually and collectively responsible for the impact of our actions on customers, natural resources, the environment and each other.*

## Emphasis Areas

### Grow the HMA pavement market in Wisconsin

*HMA pavement products encompass a diverse range of customers and applications. As the Hot Mix Asphalt pavement association of Wisconsin, the membership utilizes the association's resources to create new customer markets and increase existing customer markets through industry marketing initiatives, technology transfer of HMA pavement products, and partnerships with others that share our interests.*

### Further enhance the image of the HMA Industry environmentally and in pavement performance, cost-effectiveness and the global economy

*As infrastructure funding at all levels continues to be less than programming needs, the selection of the proper pavement type heightens. In today's world, proper stewardship of public funds involves evaluating pavement options on cost, performance, environmental friendliness and how the product's industry interacts with the global economy. Our objective is to provide factual technical information in a clear and understandable manner.*

### Improve HMA pavement performance through education, innovation, research and development and technology transfer

*Consumer products in a competitive market place depend on continuous product improvement in order for it to remain as a viable option. The HMA Industry made great advances in pavement performance in the 1990's and then into the 2000's with the implementation of Superpave. National and State research continues to enhance HMA pavement performance today and into the future.*

*We advocate incorporating HMA pavement advancements into customer designs and specifications utilizing standard and innovative methods.*

### Foster and create relationships

*The ability to communicate with others in a relaxed, professional manner is the most effective means of relating to customers and colleagues. These relationships also allow entities to leverage each others resources to support common initiatives. We will continue to pursue new relationships with others while making sure that existing relationships are not neglected.*

### Increase involvement of current and new WAPA members

*The strength of an association is its ability to facilitate and focus the membership's interests into unified topics that the membership can express individually or jointly through the association. This process is reliant upon effective communication and participation. An increased HMA Pavement marketing plan and continued product enhancement broadens the associations' membership base. Membership recruitment initiatives are a key component to a strong and productive association and continue to be an association focus.*