



Celebrating
75 Years

1948 - 2023

Formation AS WBPA

The founders of the Wisconsin Bituminous Paving Association drafted and ratified the organization's constitution on December 13, 1948. On December 28 of that year, the WBPA officially incorporated.

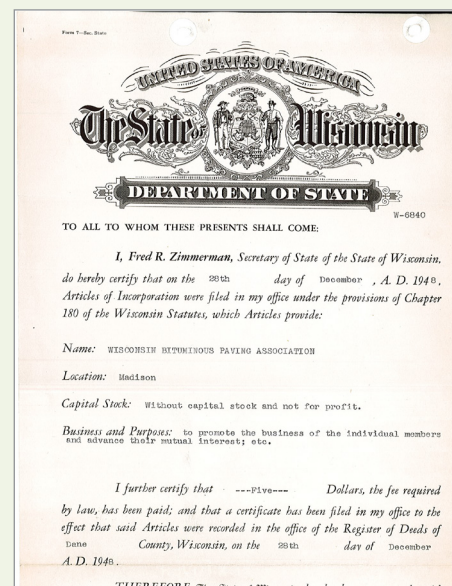


The purpose of the organization was twofold: to promote the quality of hot mix asphalt pavement and to act as a public relations liaison with all units of government and the private sector.

ORIGINAL MEMBERS

- Walter Bechthold, Payne & Dolan, Inc.
- J.E. Schultz and L.W. Kahl, Rein, Schultz and Dahl
- L.M. Hayes, Rock Road Construction
- R.L. Miller, Reliance
- Orville Murphy, Black Creek Construction
- Milton Neils, Alexander
- Lowell Turner, Turner Construction
- Henry White, White Construction

Walter Bechthold was the first President; J.E. Schultz was the first Secretary/Treasurer.



WAPA
Today

MISSION


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

ORGANIZATIONAL *Renewal*

The organization remained relatively inactive for a decade, but with initiation of the Interstate Highway System under President Eisenhower in 1956, Wisconsin's asphalt industry was poised to take an active role in new highway construction in the state.

WBPA was reorganized and revitalized at Madison's Park Hotel in 1956, Mike Hayes was selected President; R.L. Miller became Vice President, and L.W. Kahl became Secretary/Treasurer.

At that time, Ed Konkol was appointed the first full-time Executive Director of the WBPA. This marked the beginning of active representation of the asphalt industry in Wisconsin that continues to this day.



Wisconsin Bituminous Paving Association
Room 210 ••••• One West Main Street
MADISON 3, WISCONSIN
Telephone ALpine 5-3114
Edward J. Kahl
Executive Vice-President

APPLICATION FOR MEMBERSHIP

NAME _____

ADDRESS _____
Number _____ Avenue or Street _____ City _____ State _____

TELEPHONE _____ DATE OF ORGANIZATION _____

OPERATED AS: () Proprietorship () Partnership () Corporation

OFFICERS: _____
President _____ Vice President _____
Secretary _____ Treasurer _____

OFFICIAL REPRESENTATIVE _____

CLASS OF MEMBERSHIP () REGULAR () ASSOCIATE

The undersigned company (or individual) hereby applies for membership in the WISCONSIN BITUMINOUS PAVING ASSOCIATION and if accepted, agrees to become bound to and abide by the ARTICLES OF THE ASSOCIATION AND BYLAWS and rules and regulations of the ASSOCIATION that are duly adopted by the Association and to faithfully discharge all duties and obligations imposed thereby and to cooperate to the fullest extent possible in the fulfillment of the aims, purposes and objectives of the Association (see reverse side).

The undersigned further agrees to pay to the WISCONSIN BITUMINOUS PAVING ASSOCIATION such dues as are adopted by the Association.

Signed by _____
Title _____
Date _____

Board of Directors Approval: Date of Meeting _____
Presiding Officer _____

"Asphalt Roads - Safer and Cost Far Less - Ride Safely on Velvet"

NAME CHANGE

An amendment was made to the Articles of Incorporation on April 13, 1965, changing the organization's name to its current form: the Wisconsin Asphalt Pavement Association.



VISION

Professional organization dedicated to making asphalt the pavement of choice



Cost of Living

IN 1948



| | |
|------------------------------|---------|
| Yearly inflation in the U.S. | 7.74% |
| Average cost of a new house | \$7,700 |
| Average wages per year | \$2,950 |
| Cost of a gallon of gas | \$0.1 |
| Average cost of a new car | \$1,250 |
| Loaf of bread | \$0.14 |
| 1 lb. of hamburger meat | \$0.45 |
| Movie ticket | \$0.60 |
| Cauliflower | \$0.15 |
| 2 lb. bag of coffee | \$0.85 |
| 10 lb. of onions | \$0.49 |
| 2 cans of pork and beans | \$0.25 |
| 1 lb. of pork roast | \$0.39 |



\$1 in 1948 is equivalent in purchasing power to about \$12.66 today



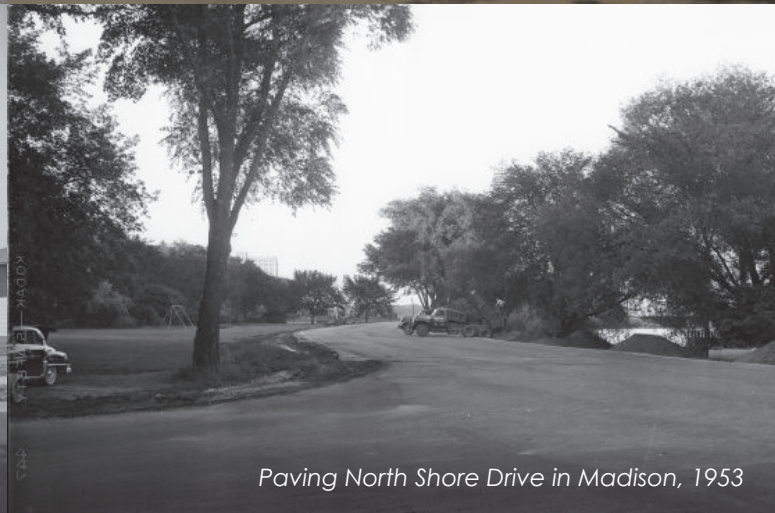
Laying Asphalt, 1928



Celebration of Paving Main Street in Oconto, 1915



Blacktopping, 1955



Paving North Shore Drive in Madison, 1953



FUN FACTS FROM

1948



ON THE RADIO



Nature Boy,
Nat King Cole

Buttons and Bows,
Dinah Shore

All I Want for Christmas is
My Two Front Teeth,
Spike Jones & His City Slickers

TV

Howdy Doody
Philco TV Playhouse
Toast of the Town
Kraft Television Theatre
Meet the Press
Boxing and Wrestling



STATE OF WISCONSIN TURNED 100 YEARS OLD



IN THE NEWS

President Harry S. Truman
re-elected in upset over
Thomas E. Dewey



Mahatma Gandhi
assassinated in India

"Big bang" theory of the
universe's origin postulated

Truman integrated the
U.S. Armed Forces

BEST-SELLING BOOKS

The Big Fisherman
by Lloyd C. Douglas

The Naked and the Dead
by Norman Mailer

TOP MOVIES

Hamlet
Macbeth (Orson Welles),
The Naked City
Oliver Twist,
The Fallen Idol

BORN THIS YEAR

Alice Cooper
Ozzy Osbourne
Olivia Newton-John

SPORTS HIGHLIGHTS

World Series: Cleveland over Boston 4-2

Summer Olympics held in London,
Winter Olympics in Switzerland



Babe Ruth dies



NOW SELLING

Scrabble introduced

Polaroid camera sold
in departments stores



Velcro invented



Spreading Asphalt, 1952



Loading Asphalt, 1928



Pot Hole Repair, 1984



Highway Construction, 1928





A NOTE OF *Thanks*



The Wisconsin Asphalt Pavement Association has seen many changes in its 75 years of history, as have the tools, materials and processes that are used to create high-quality asphalt pavements in our state.

While time and technology march on, WAPA's devotion to its members has remained steadfast. Throughout its history, our association has been a consistent and reliable partner with Wisconsin's asphalt industry. From advocating for members' interests on a wide range of issues, serving as liaison between the industry and key stakeholders and communicating far and wide the value that our industry provides every day, WAPA has always worked to ensure that asphalt is the number one pavement of choice in Wisconsin.

I am proud of the significant strides that WAPA and our industry have made together over the past 75 years, and I look forward to continuing this important work well into the future. **Thank you and Happy 75th!**

Deborah A. S.