



**VIRGINIA ASPHALT ASSOCIATION'S**

*73rd*

**ANNUAL MEETING**

**OMNI GROVE PARK INN | ASHEVILLE, NC**

**JUNE 2024**



# Welcome!



As Chair of the Virginia Asphalt Association, it is with great pleasure that I welcome you to the 73rd Annual Meeting, set against the backdrop of the picturesque Omni Grove Park Inn in Asheville, NC. Serving as your Chair has been a privilege and a journey filled with invaluable experiences. As this chapter draws to a close, I eagerly anticipate welcoming Bobby Hedrick of Branscome, Inc. as the new Chair, and I am confident in the dynamic leadership and fresh perspectives he will bring to our esteemed association.

This year, as we gather to share knowledge, forge connections, and celebrate our collective achievements, we find ourselves in a location that mirrors the beauty and resilience of our industry. Asheville, with its enchanting landscapes and myriad of family activities, is not just a meeting point but a destination that enriches our experience. We encourage you and your families to explore and enjoy the vibrant offerings of this wonderful city.

As for the meeting itself, our agenda is thoughtfully curated to include informative sessions that reflect the latest trends and innovations in our industry. These sessions are more than learning opportunities; they are a platform for dialogue, idea exchange, and inspiration. Alongside these sessions, the meeting offers ample networking opportunities, allowing us to connect with peers, meet new faces, and strengthen the bonds that form the foundation of our association.

This past year, the VAA has been working tirelessly for its members. We have navigated challenges, celebrated successes, and above all, remained committed to advancing our industry. This meeting is a testament to that hard work and dedication.

It's a time to reflect on our achievements, to plan for the future, and to recognize the incredible community that makes all this possible.

Thank you for being a part of this journey. Your participation and contribution are what make our association strong and vibrant.

Here's to a successful, enjoyable, and memorable annual meeting!



**David White**  
2023-24 VAA Chairman

## AGENDA

### WEDNESDAY JUNE 19

**10:00 AM**

**VAA Annual Meeting  
Golf Tournament**

*Reems Creek Golf Club*

**5:00 PM**

**Welcoming Reception**

**7:00 PM**

**Dinner On Your Own  
Chair's Dinner (Invitation Only)**

### THURSDAY JUNE 20

**7:30 AM**

**Registration and Breakfast**

**8:30 AM**

**State of the Association**

*David White, 2023-2024 Chairman  
Trenton Clark, VAA President*

**9:15 AM**

**Family Succession Planning & Attracting  
and Retaining Key Employees**

*Parker Hannahs, Oceanside Financial  
Strategies*

**9:45 AM**

**Break**

**10:00 AM**

**The Hindsight Panel**

**Moderator: Cody Sullivan, LEAD Chair**

- *David Branscome, Sr., Branscome Paving Co.*
- *Gene Cifers, AEI*
- *Dave Helmick, Superior Paving Corp.*
- *Lonnie Minson, Virginia Paving Co.*
- *Danny Moran, Associated Asphalt*

**11:30 AM**

**Annual Meeting Banquet Lunch  
Passing the Gavel**

**VAA Hall of Fame Inductees**

**1:30 PM**

**VAA Activities**

- *Biltmore Estate Tour*
- *Golf at Omni Grove Park Course*
- *Guided Hiking @ Catawba Falls*

**Enjoy Asheville with family and friends!**

**8:00 PM**

**VAA's "Speakeasy" Lounge  
Live Music & Libations**

### FRIDAY JUNE 21

**7:30 AM**

**Registration and Hot  
Breakfast Buffet**

**8:30 AM**

**APA - What Are They Up To?**

*Reed Ryan, APA Executive Director*

**9:15 AM**

**Artificial Intelligence - What Is It  
and What Can It Do For Business?**

*Dr. Omid Shoghi, Associate  
Professor – University of North  
Carolina Charlotte*

**10:00 AM**

**Break**

**10:15 AM**

**Legislative Efforts and Updates**

**11:15 AM**

**All Members Meeting and Seating  
of the New Board of Directors**

*(VAA Members Only)*

**11:30 AM**

**VAA Board of Directors Meeting**

*VAA Board of Directors*

**12:00 PM**

**Annual Meeting Adjourns**

# VAA ACTIVITIES

## WEDNESDAY, JUNE 19

### Annual Meeting Golf Tournament

Reems Creek Golf Course  
36 Pink Fox Cove Road, Weaverville, NC 28787  
**Shotgun start at 10:00 AM**  
**\$125**

## THURSDAY, JUNE 20

### Biltmore Estate Tour

A National Landmark and one of the country's top architectural wonders, Biltmore is a breathtaking home in the Blue Ridge Mountains with 250 rooms, historic exhibits, magnificent, century-old gardens and a charming winery. Biltmore has a lot to offer including the estate's magnificent 8,000-acre backyard, horseback riding and rafting. Biltmore is only three miles away from The Omni Grove Park Inn, so it is a must-see while in Asheville. Transportation from the hotel begins at 1:30 pm, distance from the hotel is about 15 minutes. Return time estimated for 5:00 pm.  
**\$165**

### Golf at Omni Grove Park Course

Swing into a round of golf on the legendary 18-hole Donald Ross course at the beautiful Omni Grove Park Inn. The 6,055-yard championship course has been played by PGA stars Bobby Jones, Ben Hogan and Jack Nicklaus. Feel a sense of pride and accomplishment after navigating the tree-lined fairways and bent greens with amazing views of the Blue Ridge Mountains.  
Six consecutive tee times starting at 2:00 pm, last one is at 2:55 pm.  
**\$165**

### Guided Hike to Catawba Falls

Catawba Falls is a stunning series of multi-tiered cascades in the Pisgah National Forest totaling about 350 feet tall. The trail to the falls goes through a mossy and shady forested valley passing several stone foundation ruins and the remnants of a dam constructed to create hydropower to the Town of Old Fort. The trail is nearly flat and gradually climbs to an elevation of 465 feet in about a mile and a half as it follows the pristine headwaters of the Catawba River. Roundtrip, the hike is a little less than 3 miles. Summer features lush green foliage, birds and small wildlife. Transportation from the hotel begins at 1:30 pm and the hiking locations is approximately 35 minutes from the hotel. Trail Snacks and Bottled Water are included. Return time estimated for 5:00 pm.  
**\$155**

## FRIDAY, JUNE 21

### Go Out & Enjoy Beautiful Asheville, NC!

Step out from the Omni Grove Park Inn and explore all that Asheville, NC has to offer! This thriving mountain city features a funky and eclectic downtown, 30-plus art galleries, a burgeoning culinary scene, a thriving live music scene and, of course, the awe-inspiring scenery of the Appalachian Mountains. Check out Omni Grove's website for inspiration on other activities to do around and outside of the resort:  
[Click Here!](#)

## THE SPA AT OMNI GROVE PARK INN



To Book Your Spa Appointments Call 1-800-438-5800

Loosen up at The Spa at The Omni Grove Park Inn. Twenty water features, including numerous mineral-based pools, complement the subterranean spa with cavernous rock walls, arches and tunnels.

[Check out the 2024 Spa Menu Here](#)

## THURSDAY EVENING RECEPTION

**JOIN US! Thursday evening starting at 8:00 PM in Heritage Ballroom A for an evening of Live Music & Libations.**

Get ready for an exciting night of dancing, dessert, drinks, and live music as we continue to foster relationships within the VAA.

## ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

<b>Annual Meeting Sponsor</b> <i>*Includes Welcome Gift</i>	<b>\$3,500</b>
<b>Hotel Key Cards (1)</b>	<b>\$1,500</b>
<b>Wednesday Golf Lunch</b>	<b>\$1,000</b>
<b>Wednesday Golf Beverage Cart</b>	<b>\$1,500</b>
<b>Wednesday Welcome Reception</b>	<b>\$2,500</b>
<b>Chairman's Dinner</b>	<b>\$1,500</b>
<b>Thursday Morning Breakfast</b>	<b>\$1,000</b>
<b>Thursday Beverage Service</b>	<b>\$750</b>
<b>Thursday Banquet Lunch</b>	<b>\$2,000</b>
<b>Biltmore Estate Tour</b>	<b>\$1,000</b>
<b>Catawba Falls Guided Hike</b>	<b>\$1,000</b>
<b>Thursday Night Reception</b>	<b>\$2,000</b>
<b>Thursday Night Entertainment</b>	<b>\$1,500</b>
<b>Friday Morning Breakfast</b>	<b>\$1,000</b>
<b>Friday Beverage Service</b>	<b>\$750</b>



# OMNI GROVE DINING OPTIONS

## Blue Ridge Restaurant

**Breakfast Buffet - Daily 7:00 AM - 10:30 AM**  
**Adults \$30++ | Kids 6-12 \$18++**

The Blue Ridge restaurant at The Omni Grove Park Inn is a farm-to-table artisanal buffet overlooking the majestic Blue Ridge Mountains in Asheville, North Carolina. Two massive rooms are filled with amazing breakfast options, including a yogurt bar, omelet station and great gluten free options. Don't miss the award-winning Friday night Seafood Buffet and Saturday night Prime Rib Buffet offered from 5-9 pm. The phenomenal Sunday Brunch is offered on Sunday's from noon to 2:30 pm.

**Attire:** Resort Casual

**Location:** Vanderbilt Wing (Lobby Level)

**Reservations:** Recommended



## Sunset Terrace

**Lunch Daily 11:00 AM - 3:00 PM**  
**Dinner Daily 4:30 PM - 10:00 PM**

**Steaks - Chops - Seafood**

The Sunset Terrace features the finest hand cut steaks, premiere chops and fresh seafood. Partnering with local farmers, Sunset Terrace chefs and staff are committed to providing you with a truly memorable Asheville outdoor dining experience with an incomparable view of North Carolina's Blue Ridge Mountains.

**Restaurant Attire:** Resort Casual.

**Location:** Outdoor restaurant seating just off of The Great Hall. (Dress based on weather)

**Reservations:** Recommended



## Edison Craft Ales + Kitchen

**Sun - Thurs 11:00 AM - 10:00 PM**

**Fri - Sat 11:00 AM - 11:00 PM**

EDISON, craft ales + kitchen is an inventive bar and restaurant that brings together the food culture and local flavors of downtown Asheville, with expansive indoor and outdoor seating and spectacular views of the Blue Ridge Mountains. Named for frequent historical visits from Thomas Edison and his "Vagabonds" (Edison, Harvey Firestone and Henry Ford), EDISON's bar serves North Carolina craft beers, small batch bourbons and handcrafted cocktails. The restaurant serves regionally inspired food in a contemporary, fun, and artistic setting.

**Attire:** Resort Casual

**Location:** Sammons Wing (Lobby Level)

**Reservations:** Recommended



## Vue 1913

**Wed - Sun 5:00 PM - 10:00 PM**

**An American Brasserie**

Vue 1913 offers a comfortable and stylish setting for a leisurely meal designed only with the love of food in mind. The brasserie style format allows the chef the flexibility to truly showcase the best local rustic ingredients of each season which can be paired with a broad selection of wine from an abundant wine cellar cultivated over the years. All dressed up with an art deco decor and panoramic view of the Blue Ridge Mountains, Vue 1913 is the perfect fit for your everyday dinner plans and your special occasions.

**Attire:** Upscale casual

**Location:** Sammons Wing (Lobby Level)

**Reservations:** Highly Recommended



## The Great Hall Bar

**Sun - Thurs 11:00 AM - 11:00 PM**

**Fri & Sat 11:00 AM - Midnight**

This iconic bar is a magnificent place to soak up the history and tradition of The Omni Grove Park Inn and boasts an impressive beverage menu led by signature cocktails. It has an old-world rustic charm with immense 36-foot fireplaces flanking the space while live music and entertainment unfold nightly. Small bites and sandwiches and dessert are available to order.



## Cabana Grill & Bar

**Open Daily 9:00 AM - 5:00 PM**

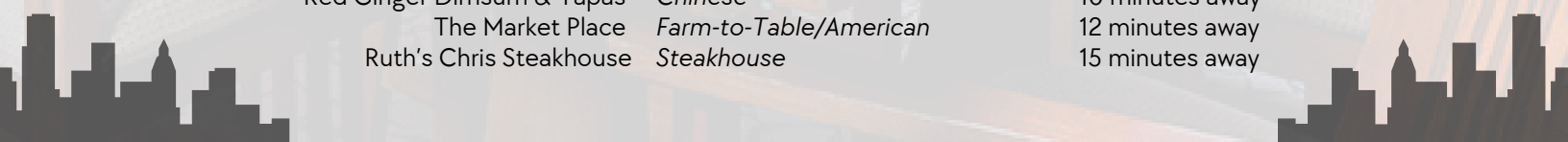
**Outdoor Pool Bar**

Fresh air and fare is what's cooking at the Cabana Grill and Bar, open seasonally near the Golf Pro Shop and Outdoor Pool. After a round of golf or lounging poolside, this inviting outdoor grill offers a lighter-fare menu of sandwiches, salads and snacks, along with soft drinks and a full bar.



## Other Great Asheville Restaurants

ELDR	<i>New American</i>	Walking Distance
Posana	<i>Contemporary American/Southern</i>	10 minutes away
The Black Bird	<i>New American/Southern</i>	10 minutes away
Red Ginger Dimsum & Tapas	<i>Chinese</i>	10 minutes away
The Market Place	<i>Farm-to-Table/American</i>	12 minutes away
Ruth's Chris Steakhouse	<i>Steakhouse</i>	15 minutes away



# HOTEL ACCOMMODATIONS



## OMNI GROVE PARK INN

290 Macon Avenue, Asheville, North Carolina 28804

(800) 438-5800 | <https://www.omnihotels.com/hotels/asheville-grove-park>

### HOTEL ROOM RATES:

**\$319++ / night**

(exclusive of taxes & fees)

### Upgrades:

**\$379++** Deluxe Mountain View

**\$409++** Premium King

**\$439++** Premium Mountain View

**\$669++** Executive King Suite

**\$769++** Club Floor

### Activities/Spa/Golf Reservations:

Appointments and reservations fill up quickly. We highly recommend reserving any spa treatments, golf tee times, and on-property dining reservations prior to arrival by calling 1-800-438-5800.

### PHONE RESERVATIONS:

(800) 438-5800

### RESERVATIONS LINK:

[Click Here!](#)

### Room Reservation Deadline

**Monday, May 20, 2024**

### Hotel Cancellation Policy

For guest rooms, the cancellation policy is 7 days before arrival.

## ANNUAL MEETING REGISTRATION

	EARLY	LATE
VAA Delegate	\$850	\$950
Spouse/Guest	\$550	\$650
Children (16 & Up)	\$225	\$275
Children (16 & Under)	\$0	\$0

### Early Registration Deadline

Monday, May 20, 2024

### Registration Deadline

Friday, June 7, 2024

If paying by check, mail registration form with payment to:

Virginia Asphalt Association  
7814 Carousel Lane, Suite 310  
Richmond, VA 23294

### Annual Meeting Cancellation Policy

Cancellation of registration must be received 7 business days prior to event for refund.

# THANK YOU TO OUR PARTNERS!

## DIAMOND PLUS

Asphalt Emulsion Industries, LLC

Associated Asphalt

Bitumar USA

Boxley

Branscome Paving Company

Chemung Contracting Corp.

Colony Construction, Inc.

National Asphalt Mfg. Corp.

Superior Paving Corp.

Virginia Paving Company

W-L Construction & Paving, Inc.

## DIAMOND

Ingevity

Kickin' Asphalt Paving & Excavating

S. L. Williamson Co., Inc.

## PLATINUM

All Roads Equipment

B & S Contracting, Inc.

Carter Machinery

Mullen's Markings

Slurry Pavers, Inc.



## VAA RECOMMENDED DRESS

Resort casual for all meeting sessions, banquet lunch, and outings.

Business casual for receptions.

## QUESTIONS?

Contact Tigre Fortune  
tfortune@vaasphalt.com  
or 804-288-3169