State of the Association

Trenton M. Clark, PE
President
VIRGINIA ASPHALT ASSOCIATION

Mission and Core Functions

VAA'S MISSION

To promote the increased use and quality of asphalt pavement in Virginia

CORE FUNCTIONS

Technical Services

Member Services

Training and Education

Mission and Core Functions

VAA'S MISSION

To **promote** the increased use and **quality** of asphalt pavement in Virginia

CORE FUNCTIONS

Technical Services

Member Services

Training and Education

Lobbying

A Quick Look Back

2021 BY THE NUMBERS

President's Message

At a recent meeting, I heard a speaker state, "I am not an optimist, but an actionist." That statement made me pause for a second and reflect. Am I an optimist or an actionist? They are not the same; optimists have a positive outlook—but may not act. An actionist not only has an outlook but then does something—they act. As President of a long-standing solid association, I am responsible for looking at the current conditions and the future. Am I optimistic, or am I pessimistic about the conditions facing the asphalt industry? But as the speaker at the meeting stated, what actions I take regarding my outlook speaks volumes. My hope is this annual report will show your association was very active!

Throughout 2021, the VAA Board of Directors and staff continually evaluated and acted. The first action was reducing tonnage fees by one penny per ton. One penny does not sound like a lot, and in the grand scheme of operations for many companies, it is not, but it was something VAA could do to support members. With strong association reserves, VAA could afford a reduction. Next, the annual meeting was moved from April to June. Moving the meeting two months into the year allowed vaccination rates to increase and, hopefully, COVID infections would decrease. At the same time, VAA hired Tigre Hammond to be our Member Relations Specialist. With the support of the Directors, VAA decided to minimize the registration cost to members, non-members and vendors at VAA-hosted events. Again, the focus was not on VAA's bottom line but the industry's health. VAA refused to allow cost to be a barrier for people to come together, learn, market and enjoy fellowship. The final significant action was hiring a lobbying firm to represent Virginia's asphalt industry in Richmond. This was a first for VAA, which has traditionally focused on being a technical organization. As you read our *2021 VAA Annual Report*, I hope you gain an appreciation for your association's efforts in 2021 and the actions planned for 2022.

$2,191,090

Association reserves have steadily increased over the last decade.

VAA has diversified its revenue stream to be less dependent on any one area:

- Investment Return: 27%
- Meetings: 17%
- Round Robin: 5%
- Misc: 11%
- Tonnage: 25%
- Member Dues: 10%
- Scholarship: 5%

1,200 VECAT Students Served

2 MCS Classes Taught In Person

136 Proficiency Exams Given

1,304 VDOT Credentials Awarded

The VECAT partnership has served students both online and in the classroom using the latest in technology and innovation.

75 VA Committees & Events

10 National & International Events

VAA represents and advocates for the asphalt industry tirelessly throughout the year.

$70,000

Awarded in scholarships.

128

Companies

VAA is proud to count many asphalt industry companies as members.

900 Connected Live

100,000 Reached Through Virtual Meetings, Digital & Print Media

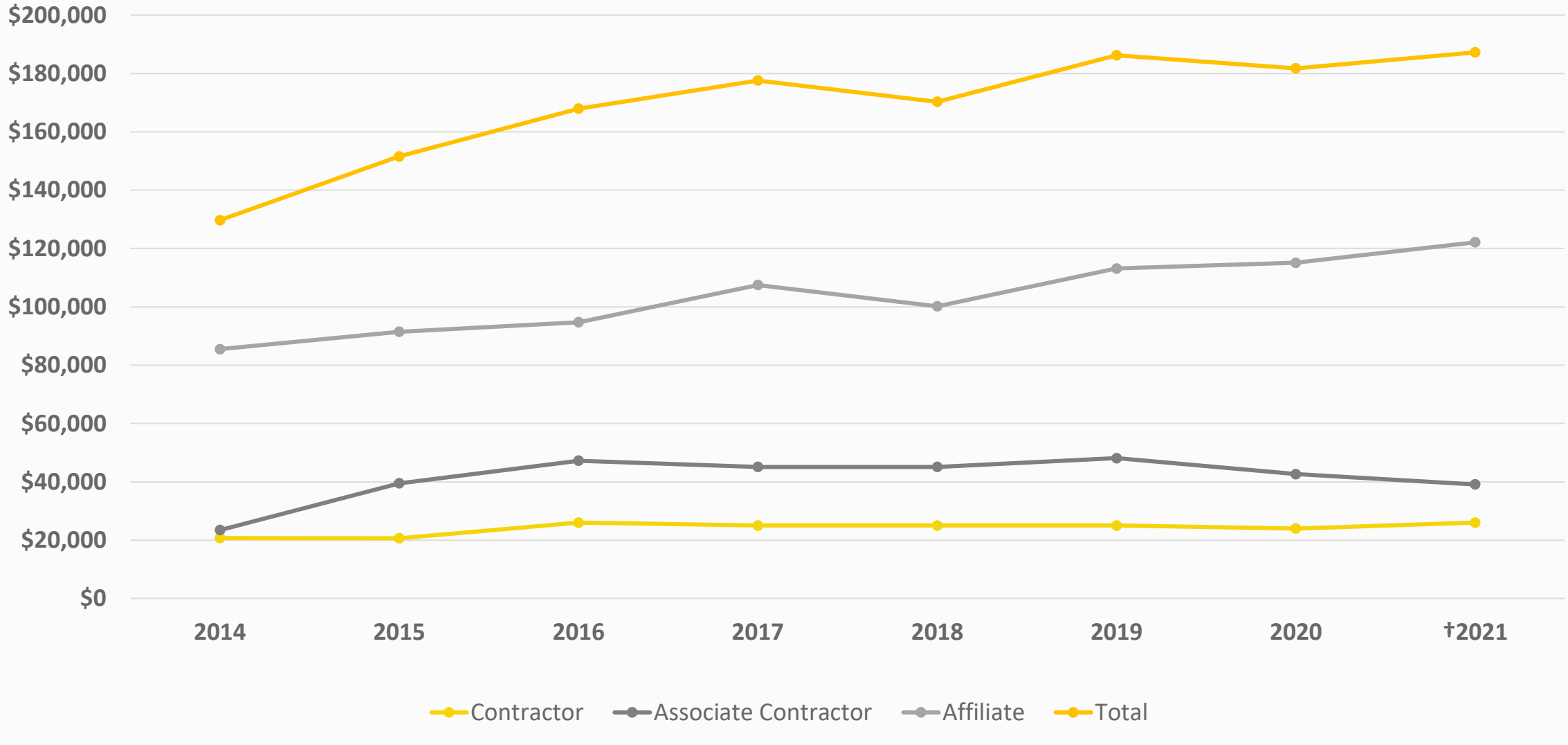
In 2021, VAA hosted multiple events, produced a magazine and newsletter, and hosted a website and news center. All were geared toward connecting members and providing the most current and innovative training and information.

MEMBERSHIP FINANCES STRATEGIC AREAS

LET’S TALK BUSINESS

Membership Dues Over Time
2014 - 2021

†2021 Thru Dec 31, 2021



MEMBERSHIP

Contractors, Associate Contractors and Affiliates **(as of April 1)**

26 Contractor Members

20 Associate Contractor Members

73 Affiliate Members

Welcome To The VAA Family

Command
Alkon

Fiscal Health of VAA

Association Finances

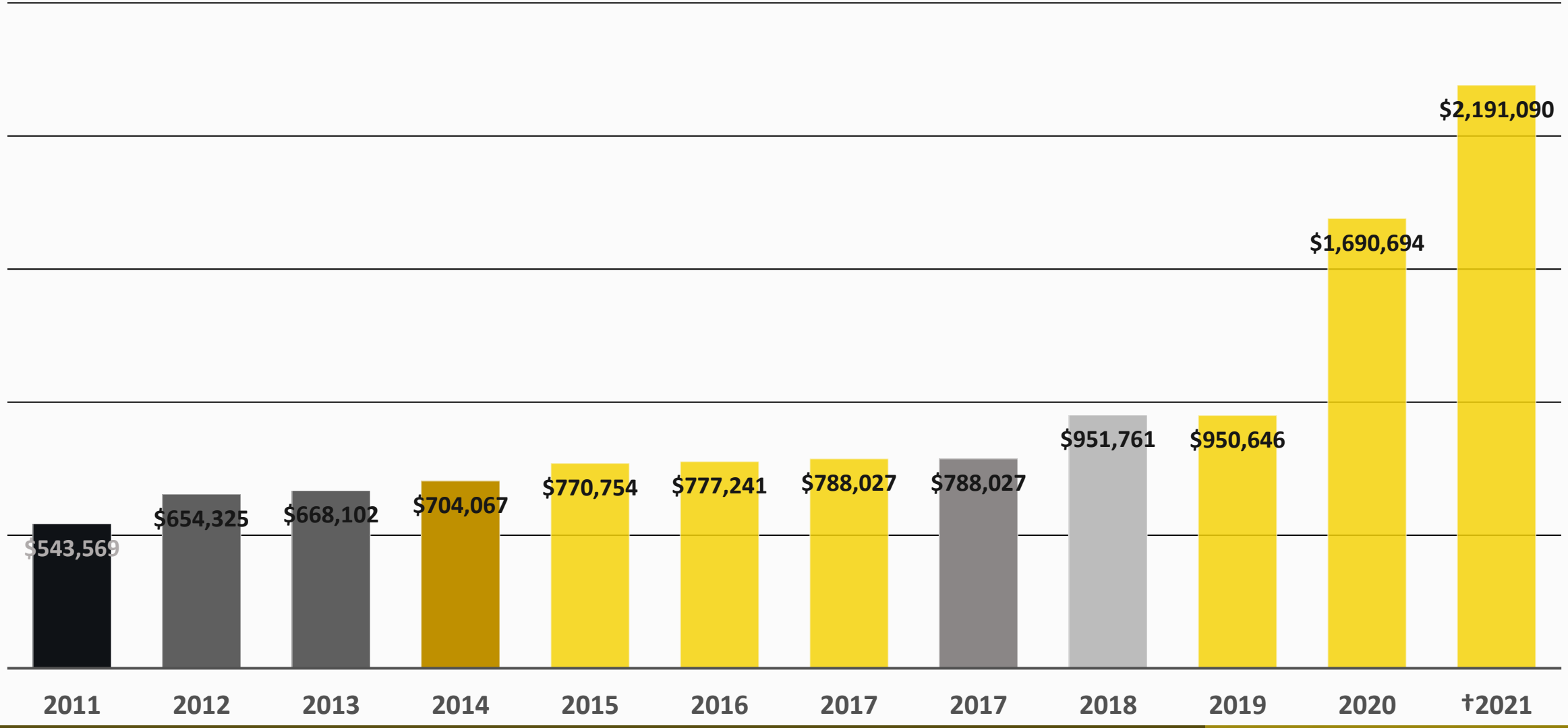
VAA

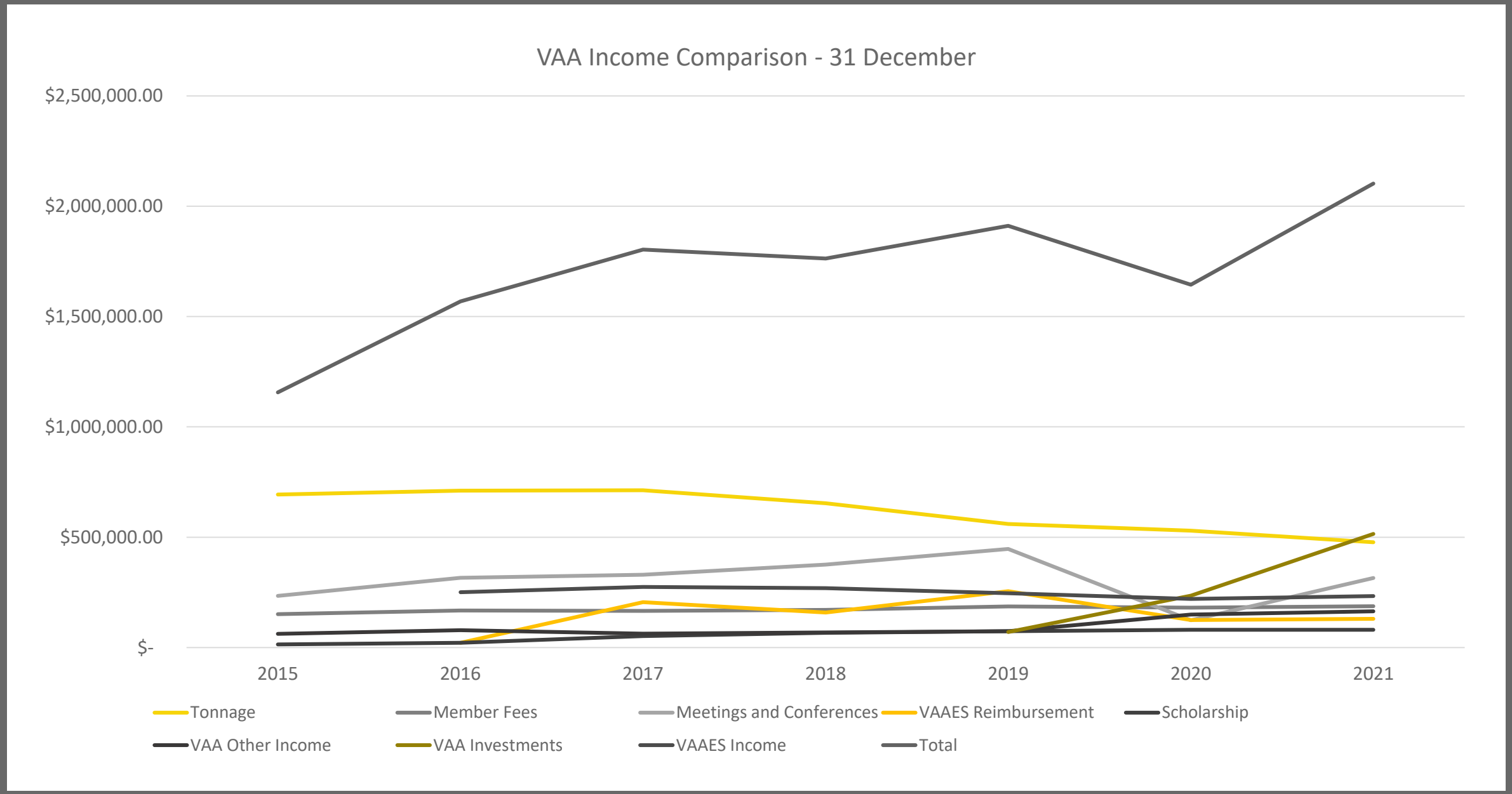
VAAES

COMBINED COMPANIES

Association Reserves Over Time
2011 - 2021

†2021 Thru Dec 31, 2021




VAA Income Comparison - 31 December
$2,500,000.00
$2,000,000.00
$1,500,000.00
$1,000,000.00
$500,000.00
$-
2015
2016
2017
2018
2019
2020
2021
Tonnage
Member Fees
Meetings and Conferences
VAAES Reimbursement
Scholarship
VAA Other Income
VAA Investments
VAAES Income
Total

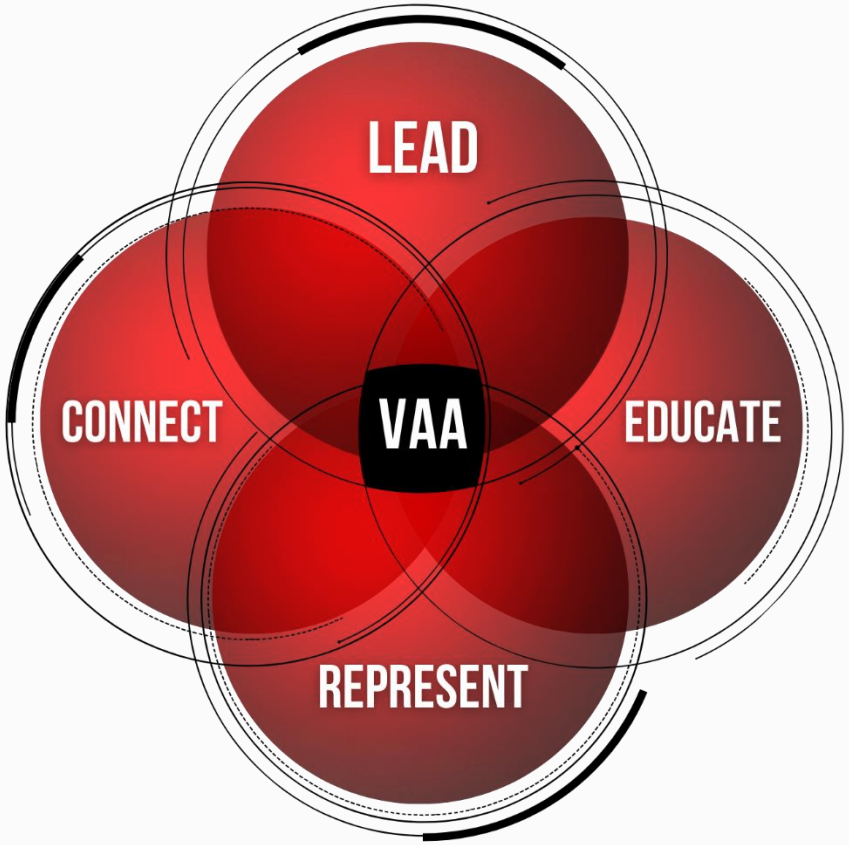
VAA Strategic Plan

REPRESENT

EDUCATE

CONNECT

LEAD



Represent

- Voice the interests of association members
- Development of unified position statements
- Representation on state, national and international organizations
- Involvement at non-VAA sponsored events

Connect

- Technical Conferences
- Annual Membership Meeting
- Print, Digital and Social Media
- Charitable Outings

Educate

Technical Meetings and Workshops

VECAT

Training and Educational Webinars

Lead

- Establish committees
- Investigate new opportunities for asphalt applications
- Resource for expertise and research
- Monitoring and reporting on state and national environmental, health and safety issues

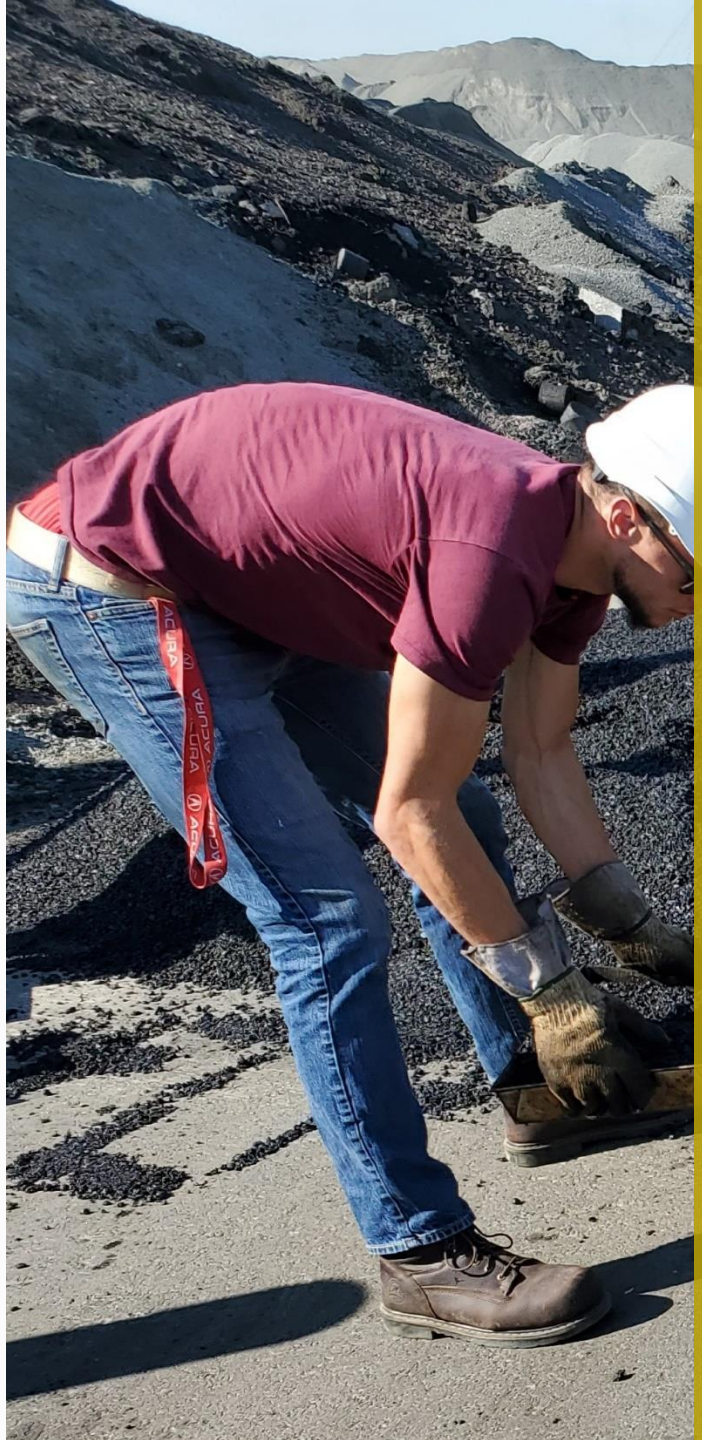
STAFF

David Lee
Vice President

Caroline Fahed
Administration

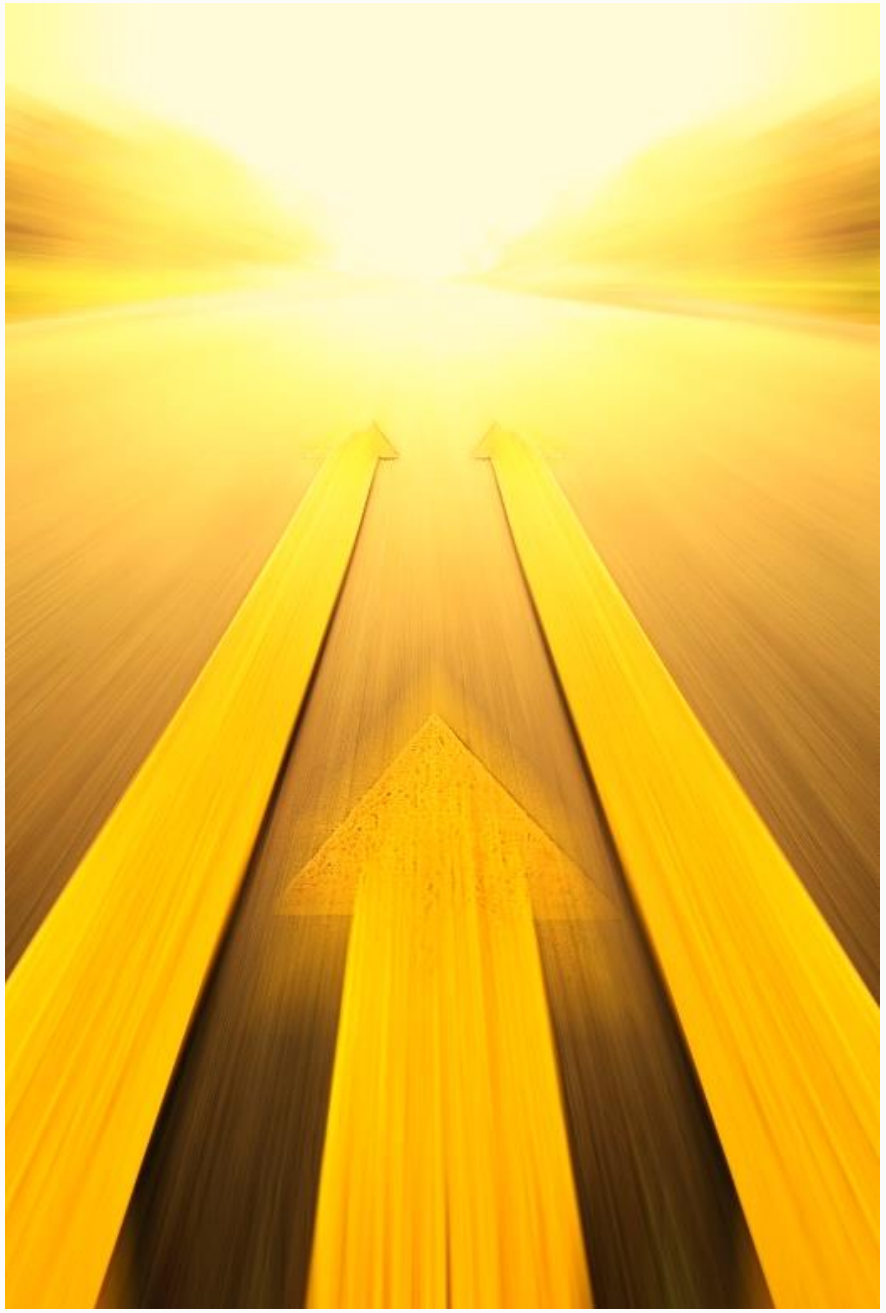
Mike Dudley
Director

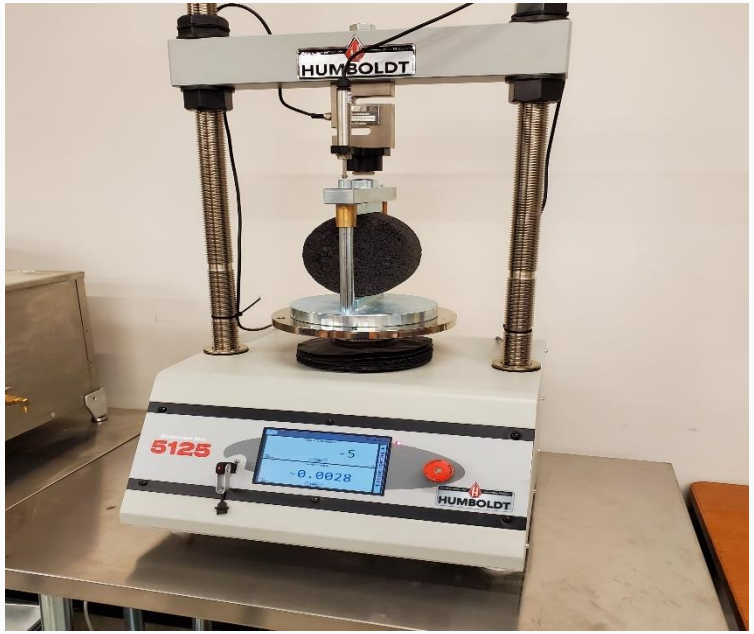
Tigre Hammond
Member Relations
Specialist



VAA Initiatives Underway

- Lobbying
- E-Construction
- VECAT Overhaul
- Round Robin, BMD





Long Range Planning Committee – Vision 2030

Lobbying

spottsfain

FIRM. FOCUSED. FAIR.

HEADLIGHT SMARTFORMS

VECAT PROGRAM OVERHAUL

BALANCED MIX DESIGN

WOMEN OF ASPHALT VIRGINIA

Questions

TRENTON CLARK, PE
President

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