

VIRGINIA ASPHALT ASSOCIATION, INC.

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Date: April 30, 2010
To: VAA Contractor Members (Producer & Associate)
From: Richard J. Schreck
Re: Asphalt Pavement Awards Program - Commercial and Municipal Markets

It is time to begin putting together your submittals for the next pavement awards contest in the municipal (local government) and commercial categories. Last year's winners for work done in 2008 were Branscome, Inc. (municipal) and Virginia Paving Co. (commercial). The 2009 winners will be announced along with the VDOT awards at the 2010 Fall Asphalt Conference, on October 4, at the Jefferson Hotel. The prestige associated with winning either the VDOT or VAA awards pays big dividends from a marketing standpoint. Winners are featured on the VAA web site home page, in the VAA membership directory and in the Association news letter. Some VDOT Districts send out local press releases about the winning projects as well.

The criteria and submittal processes for candidates in the Municipal and Commercial awards categories are the same as last year. The paving candidates can be submitted by either contractors or municipalities. Entries must include digital photographs of the paving which will be used in conjunction with the other submittal information to narrow the entries to 3-4 final candidates. An independent rating team will visit these candidates and select the overall statewide winner (there will not be District winners like the VDOT awards program). In order to assist you in identifying potential paving projects for possible submittal we have developed guidelines on what a winning paving project should include or not include (hint: evaluation is weighted toward degree of difficulty and project complexity).

If you have any questions regarding the VAA Paving Awards Program, please give me a call. The candidate submittal forms are attached for your use. Please be sure to submit enough information about the project so that raters can have a good sense of why the work should receive a high rating. Good luck! **Please note: the deadline for 2009 paving candidate submittals is August 1, 2010.**

RJS