The President’s Perspective  
by Katie

The single biggest item in our budget each year is the cost of labor, which is an expense equivalent to approximately 40 percent of the budgeted 2011 revenue. Other costs associated with payroll taxes and employee benefits amount to the next highest category of expenses in our budget. Although a substantially smaller part of the budget, overhead travel, meals, and registration expenses comprise another hefty part of our business costs each year and it is this category of expenses that I’m writing about this month.

In general, overhead travel and registration expenses cover our attendance at technical conferences, pay for meetings with potential clients and teaming partners, and provide a way for us to participate in other activities to promote our pavement engineering services. There are three primary reasons for spending money in this area: establishing the company’s reputation as a leader in the industry, identifying business development opportunities, and advancing the industry as a whole (e.g., through participation on technical committees such as ASTM). To make the most of the expenditure in these three areas, it is important that APTech’s employees take advantage of the opportunities these... Continued on Page 2

2011 Young Engineer of the Year - Gen!

Congratulations to Gen Long for being selected as the ASCE Central Illinois Section 2011 Young Engineer of the Year.

Gen was nominated by Fernando Moreu and judged based by the following criteria:

- Demonstrated leadership potential in civil engineering
- Evidence of high character and professional integrity
- Civic and humanitarian activities
- Contributions to ASCE

Gen was kind enough to answer a few questions regarding her affiliation with ASCE.

When did you join ASCE?

I originally joined ASCE as a student over 10 years ago (I believe the spring of 1999, if not before) and was active in the U of I chapter and on our student board. I... Continued on Page 5
activities afford us in terms of networking. This month I’ll touch on different approaches to networking that might be helpful to any of you who interact with current and future clients; past, current, and future employees; organizations that assist in the areas of Human Resources, Accounting, Law, and Marketing; and other professionals in related business areas. Whether you’re an engineer, a technician, or part of our administrative staff, networking can benefit both you and the company. Through networking, we have learned of new policies that we’ve needed to put in place, business opportunities that have later turned into projects, peers who are interested in working for our company, and changes in data collection procedures that have impacted our project work. Therefore, everyone should view networking as an important part of their professional life.

In any discussion about networking, it’s important to recognize that most of us at APTech would readily admit that we are not salesmen, and we would have a hard time if we had to make cold calls to new clients as a regular part of our work assignments. However, consulting companies must continue to grow in revenue each year if they hope to offset the increased costs associated with labor increases and other increases in the cost of doing business. Therefore, we must either sell more services to our existing clients, or we have to continue to expand the client base. So, the question becomes “How do we increase the client base if no one on our staff professes to be a salesman?”

For many of us, the solution lies in our corporate strategy to become the source of information on pavement engineering matters. In keeping with the theme of providing information, we regularly volunteer to speak at technical conferences and to participate in activities that promote the types of services that we sell. It is our position that by building a reputation as an expert in the field, potential clients will recognize the value in doing business with us.

Another corporate strategy is to develop strong working relation-

ships with current, past, and potential clients. In fact, many employees have developed friendships with the people they have worked with, which have both benefitted the company and enriched us personally.

Both of these types of activities are forms of networking, which is much more than merely scheduling meetings, making phone calls, and sending e-mails to our contacts. In fact, a book by Ford Harding, Rain Making: The Professional’s Guide to Attracting New Clients, identifies several basic guidelines for building the types of relationships we’re seeking. There are three specific aspects to networking that I think are particularly important for us at APTech:

- Providing sincere gestures of help.
- Interacting with people to find out what they need.
- Going the extra mile for current clients and contacts.

The first of these three items, providing sincere gestures of help, ties in to our corporate goal to become the source of information for pavement engineering. Employees addressing this aspect

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of networking are linking people with similar interests, offering unbiased advice in their areas of expertise, volunteering to assist technical committees and/or professional organizations with their activities, and suggesting strategies for how to solve problems efficiently and effectively. These people are helping because it’s the right thing to do, rather than because they expect something in return. There are plenty of examples of employees who provide this type of assistance. Most recently, Gen was recognized for her contributions to the local ASCE section, all of which were made on her own time. Although she hasn’t been an active member of ASCE to gain recognition, it’s nice that on September 22nd her efforts are being rewarded when she receives the Young Engineer Award. It also puts APTech in a favorable light, which is truly appreciated.

One of the most basic forms of networking is to interact with peers and others who are working in our industry. In my opinion, that’s one of the greatest benefits associated with attending a conference. By interacting with attendees during the breaks, at meals, and at “after hour” activities, we can get a much better idea of what issues agencies are dealing with and how APTech can better address those needs. This is a critical part of our strategic planning, and an important source of information for shaping the company’s future. This type of networking lends itself to any profession, including those of you who are not engineers. Gaining insight into how other organizations operate their businesses and the types of services they provide is equally as important to our company as learning about agencies that are interested in adopting a pavement management system.

A third, more indirect form of networking, is to provide our clients with the highest quality work possible and to place a priority on going the extra mile for our clients. Not only does this help to ensure that we will receive repeat work from our customers, positive references from existing (and past) clients can help to persuade new clients that we’re the type of contractor that they want to work with. Most clients want to work with a company in a trouble-free relationship. Therefore, we try to minimize the number of change orders that we request, we try to work with contracting officers to negotiate fair terms in our contracts, and we make every possible effort to deliver what we promise. This approach helps clients gain confidence in APTech as a company and enables us to establish a level of trust with our clients.

There are many other forms of networking that you might be engaged in on a regular basis. For the most part, these efforts enable us to develop strong, personal relationships with others in our profession that may result in future work or future relationships. In today’s economy, as competition for available work increases, these types of activities are especially important. I challenge each of you to think about your professional relationships. Is there someone you
The President’s Perspective  (continued from Page 3)

haven’t touched base with in a while, that you’d like to talk to? If so, look for an opportunity to reach out to that person. Whether it’s a conference, a phone call, or an interaction via Skype, don’t underestimate the importance of maintaining those relationships and expanding your network. You never know how they will come back to benefit you.

New Library Additions  by RoseMary

**Urbana Library**

- Analysis of Concrete Pavement Cores from the International Apron O'Hare International Airport.
- The Sustainable Concrete Guide.
- ACRP Research Results Digest

**E-library**

- Network Performance Indicators - Next Generation.
- 2011 Asset Management Conference (presentations).
- Michigan DOT refs (newsletters/articles)
- Research Record. How Rough is too Rough? MSU and MDOT Create a New Index to Better Plan Pavement Preventive Maintenance.
- Use of Dashboards in Government.
- Testing Plan to Examine the Effects of Multiple Axle Loads on Asphalt Fatigue using Four-Point Beam Tests.
- The Influence of Multiple Axle Loads on Pavement Performance: Interim Findings.
was very active with our ASCE Concrete Canoe team, which is how I met most of my closest friends.

I rejoined ASCE as a professional member after I passed the PE and got more involved with ASCE after moving to Champaign.

What is the best thing about belonging to ASCE?

ASCE is an outlet for expressing involvement in my profession at a local level. I have been able to reconnect with some former professors, met other young professionals in our area, and have had the opportunity to attend national conferences as a member. ASCE offers networking, outreach, and leadership opportunities.

How do you know Fernando Moreu?

I first met Fernando during graduate school. Keith and I moved back down to Champaign in 2007 and, by chance, reconnected with Fernando within months. We randomly saw him at a park district 5K fun-run. Since then, we have gotten to know Fernando better and have even visited him and his family in Spain. It was during this trip to Spain that Fernando hosted an event at the University of Granada focusing on the U.S. engineering experience; Keith and I were honored to participate in that event. Fernando is a very motivating and driven individual, and was the recipient of this same award last year.

For the past two years, Gen was Secretary for the chapter while Keith was Treasurer. They have now accepted the positions of Vice President and President, respectively. Admittedly, Gen was shocked about receiving the award but is excited to share the stage with Mo Shahin, who will also be presented with an award during the September 22nd event.

Did you know??

- ASCE is the world's largest publisher of civil engineering technical content.
- More than 6,200 civil engineers contribute volunteer technical expertise through participation on ASCE technical committees.
- ASCE has a partnership with Engineers Without Borders - USA to help improve the quality of life for communities in the developing world.

Projects and Proposals

New Projects

- #TBA Maintenance Academy Revisions
- 2008-121-AM03 Iowa APMS 2011
- 2010-077-RM01 PMS Support for Peccole Ranch Community Assoc, Las Vegas NV
- 2010-102-AE01 Palm Beach Runway 10L-28R Rehabilitation
- 2011-003-AM01 Cedar Rapids
- 2011-091-AE01 Columbus AFB Runway 13C-31C Reconstruction
- 2011-111-AE01 Runway Treatment Recommendation for Airpark Estates HOA

Completed Projects

- 2008-046-AM10 LaGuardia APMS Update
- 2009-034-AM01 Illinois APMS Update
- 2010-049-AE01 Newton Airport
- Runway 17-35 Structural Evaluation
- 2010-067-RM01 City of Peoria MicroPAVER Database Creation
- 2011-109-RE01 Pheasant Hollow Pavement Recommendations

New Proposals

- 2009-034-AM02 Illinois APMS Update 2012-2014
- 2010-016-RR07 Implementation Assistance for Pavement Smoothness Specs

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This month’s winner goes to me, by default, since no one apparently had a clue what the Falcon HTV-2 was. The Falcon is the test vehicle designed to help develop a hypersonic weapons platform that theoretically can travel at nearly Mach 20, or 20 times the speed of sound. The goal is to develop an unmanned vehicle that would launch from the US and be able to respond to threats much quicker than current capabilities. It has a somewhat infamous history in that both test vehicles were lost during their flights. In fact, shortly after we published the newsletter the HTV-2 was lost during its flight and crashed into the Pacific.

Projects and Proposals (continued from Page 5)

2011-009-AE02 Wright Patterson AFB Taxiway B
2011-098-RM01 Update of CDOT User Cost Software
2011-099-AE00 Austin Bergstrom International Airport Rotational Contract
2011-100-RE01 KC FWD Testing
2011-101-RM01 Visual Pavement Analysis of Bull Run
2011-102-AE01 Runway 4R Pavement Repair at Honolulu International Airport
2011-103-RE01 The Colony at White Pine Canyon, Park City UT
2011-104-AE01 Missoula Engineering Services
2011-105-RM01 Joint Base Lewis-McChord PMS
2011-106-RM01 LTPP Southern Region Coordination Office Proposal
2011-107-RM01 LTPP North Central Region Coordination Office
2011-108-RM01 LTPP Combined Regional Coordination Office
2011-109-RE01 Pheasant Hollow Roadway Assessment
2011-112-AE01 Nashville Landside PCI Study
2011-113-AE01 Structural Eval & Devel. of PM Plan-Indianapolis Airport
2011-114-AE01 Huntsville International Airport Rehab

September Birthdays and Anniversaries

Tracey Smith will celebrate her 9th year anniversary at APTech on September 23. The year she stated working at APTech was the same year Kelly Clarkson won the first American Idol Contest.

On September 25, Chris Childress will celebrate his 5th anniversary! In 2006, Microsoft released the Xbox gaming console.

Happy Birthday to Kelly Smith on September 14th and RoseMary on September 20th! Cheers
APTech Reno Supports our Local Veterans!

DEPARTMENT OF VETERANS AFFAIRS
VA Sierra Nevada Health Care System
Ioannis A. Lougaris VA Medical Center

August 9, 2011

Applied Pavement Technology, Inc
Airport Plaza Office Building
1755 E Plumb Lane, Suite 264
Reno, NV 89502

Dear Applied Pavement Technology, Inc:

On behalf of all our patients and staff members at the Ioannis A. Lougaris Medical Center, a division of the VA Sierra Nevada Health Care System, thank you for your interest in supporting the needs of our Veteran patients.

The Voluntary Service office supports the personal care needs of our patients by providing items such as the toiletries you have donated to all incoming patients. We appreciate your donation. By receiving these items through your donation, we are able to better meet the needs of our Veterans.

We believe strongly in our motto, “the price of freedom is visible here”, and it is gratifying to know that many of our friends in the community recognize the sacrifices that our nation’s Veterans have made on our behalf. It is heartwarming for all of our patients to receive a reminder that their service has been remembered.

Sincerely,

John Howard
Voluntary Service Coordinator

In accordance with IRS regulations regarding donations, it is understood that such donations are unrestricted and the donor has received no goods or services by VA in consideration in whole or in part for the contribution.
Mary Rendina was kind enough to meet with me to discuss becoming a CAI Business Partner Member and has been a great help with CAI Tradeshows. I’m planning on making a donation to Candlelighters since we will not be able to participate in the 5k run in Las Vegas. If anyone is interested in donating let me know. -Tracey