

# NSSGA

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NATIONAL STONE, SAND  
& GRAVEL ASSOCIATION

Patrick Dunne  
Senior Director, Communications

# NSSGA



NATIONAL STONE, SAND  
& GRAVEL ASSOCIATION

NSSGA is the leading voice and advocate for the aggregates industry. We advance public policies that protect and expand the safe and environmentally-responsible use of aggregates that build America's infrastructure and economy.

# ADVOCACY IS JOB #1

Telling the industry's story  
*No one else will*

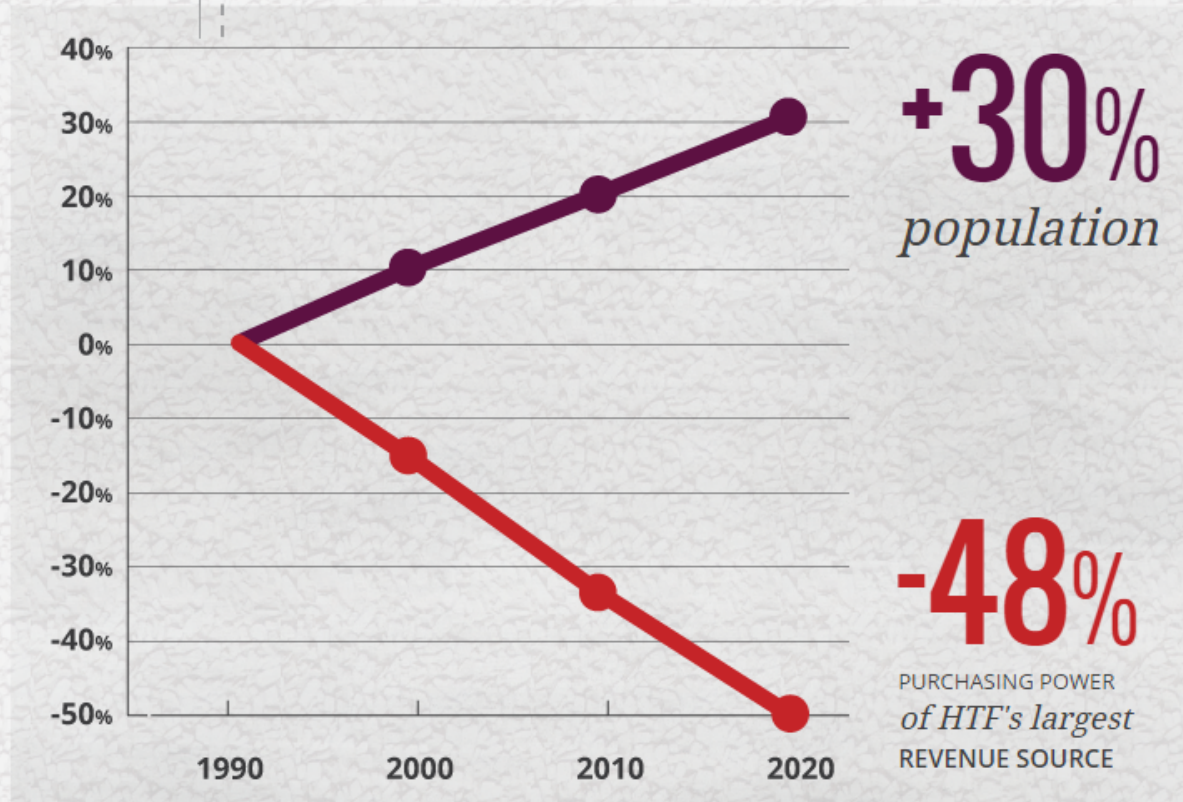
# INFRASTRUCTURE INVESTMENT

- Robust Funding at the Federal Level
  - Multi-year Authorizations
  - Annual Appropriations – Not CRs
  - Replenishing the Highway Trust Fund
    - Shortfall now, 2020 cliff
    - Long-term funding solution needed

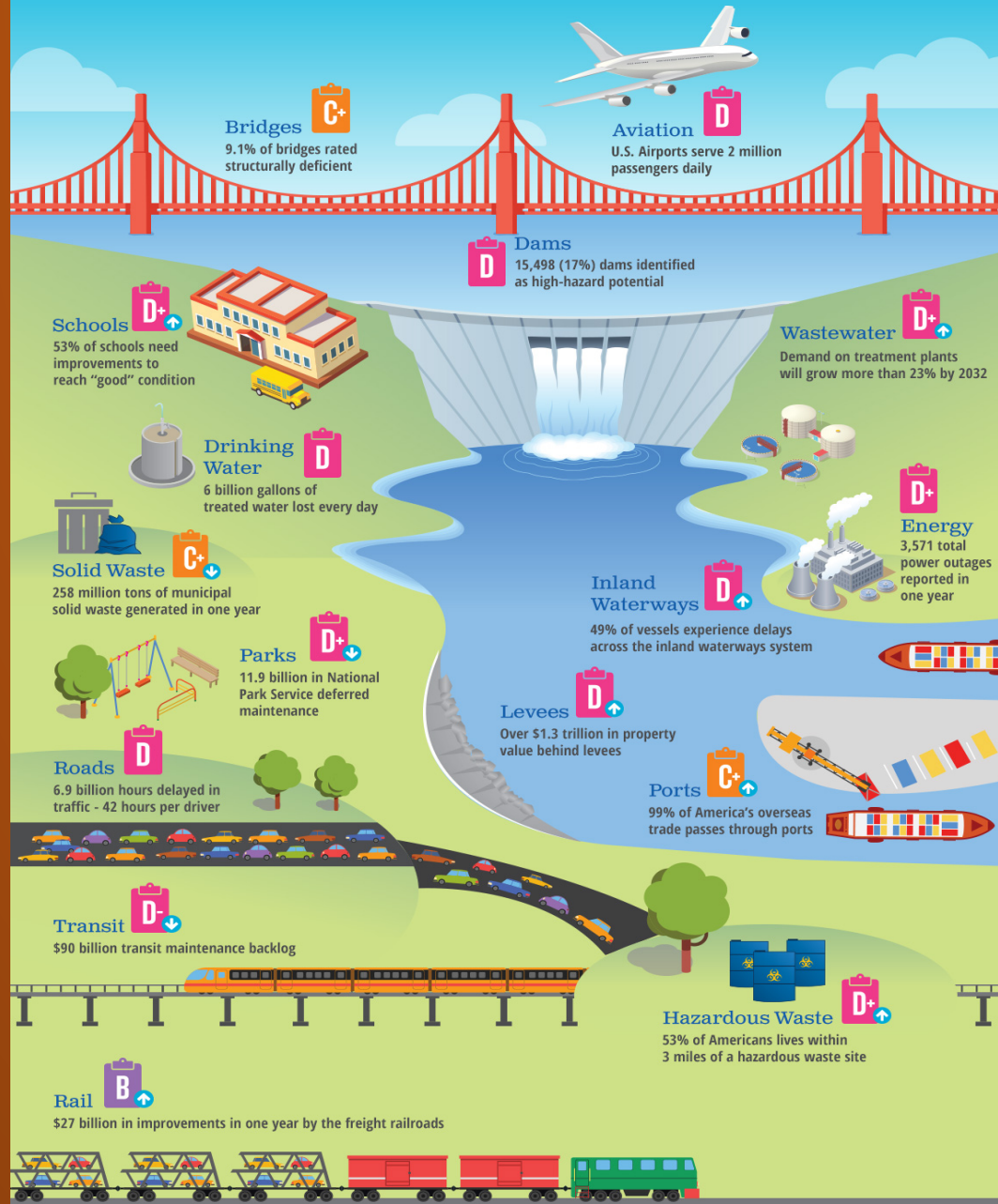




## *Investment hasn't kept up.*



Sources: US Census, Bureau of Labor Statics, AASHTO



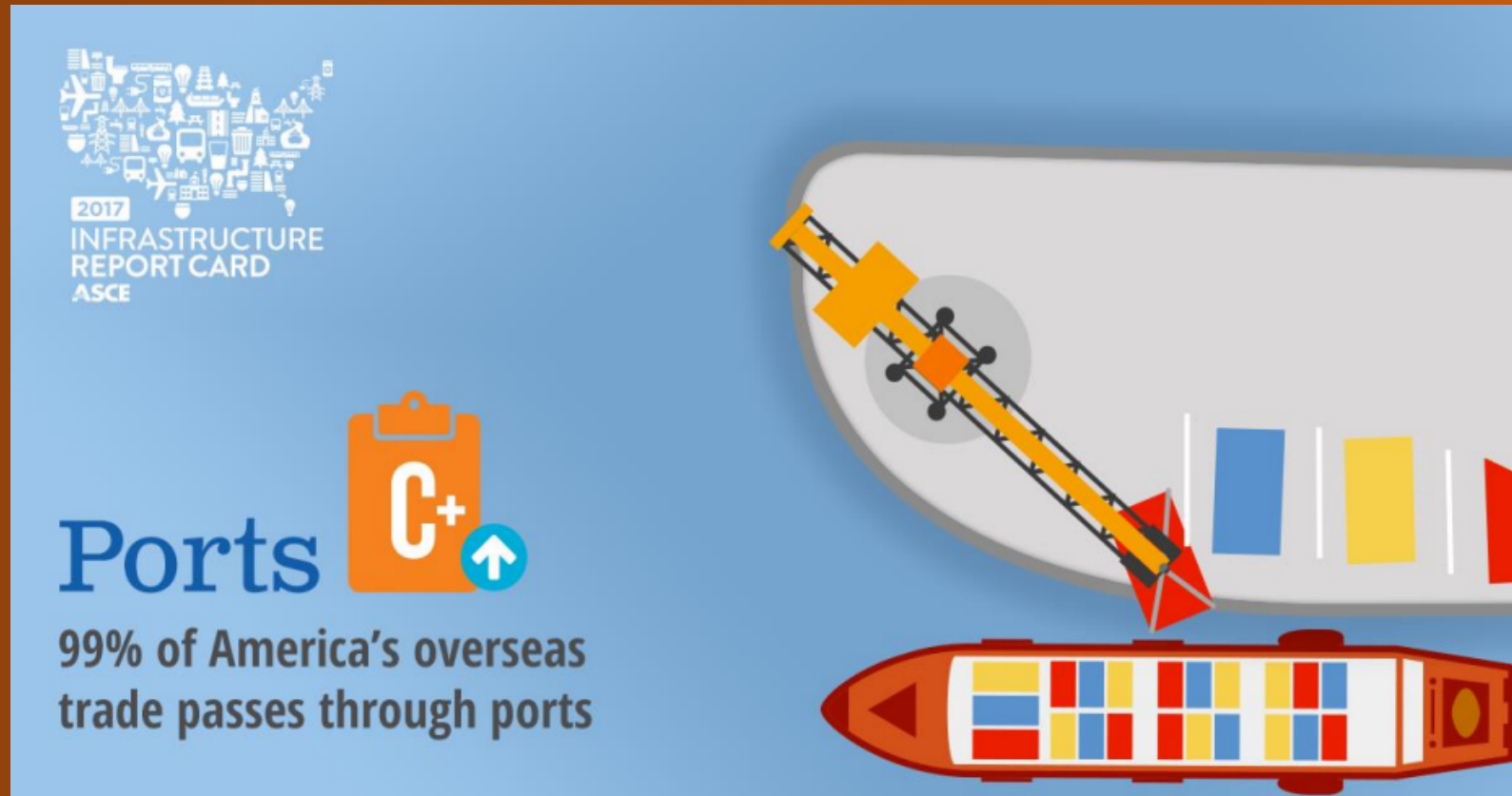


The World Economic Forum  
Global Competitiveness  
Report 2015-2016

Japan  
Switzerland  
Hong Kong SAR  
Spain  
Finland  
France  
Netherlands  
Singapore  
Germany  
Korea, Rep.  
Chinese Taipei  
Austria  
Malaysia  
Luxembourg  
United States

The World Economic Forum  
Global Competitiveness  
Report 2015-2016

Netherlands  
Singapore  
United Arab Emirates  
Finland  
Hong Kong SAR  
Belgium  
Panama  
Iceland  
Denmark  
United States  
United Kingdom  
Spain  
Sweden







# Bridges



9.1% of bridges rated structurally deficient



39 percent qualify for AARP membership



The World Economic Forum  
Global Competitiveness  
Report 2015-2016

- Singapore
- United Arab Emirates
- Hong Kong SAR
- Netherlands
- United States
- Panama
- Qatar
- Switzerland
- Finland
- Norway
- Germany
- Spain
- Iceland
- South Africa
- France



The World Economic Forum  
Global Competitiveness  
Report 2015-2016

- United Arab Emirates
- Netherlands
- Singapore
- Portugal
- Hong Kong SAR
- Austria
- France
- Japan
- Switzerland
- Chinese Taipei
- Spain
- Finland
- Germany
- United States
- Malaysia



## 2018 REPORT CARD FOR MICHIGAN'S INFRASTRUCTURE



AVIATION  C	RAIL  C-
BRIDGES  C-	ROADS  D-
DAMS  C-	SCHOOLS  D+
DRINKING WATER  D	SOLID WASTE  C+
ENERGY  C-	STORMWATER  D-
NAVIGATION  C	TRANSIT  C-
WASTEWATER  C	



**\$4.6 trillion**

**ASCE**

# 2018 SUCCESS STORIES

Federal Aviation Administration

Water Resources Development Act

FY 18 Appropriations

Total FY18 Federal Aggregate Investment

EPA Waters of the United States Rule

MSHA Workplace Exams Rule

# INFRASTRUCTURE FUNDING ADVOCACY



# The Story in Washington





# The Story in Washington



<https://transportation.house.gov/>

# Telling Your Story

Educating Lawmakers









**NSSGA  
LEGISLATIVE &  
POLICY FORUM**





[Mitchell.House.Gov](http://Mitchell.House.Gov)

# Telling Your Story

Educating Communities

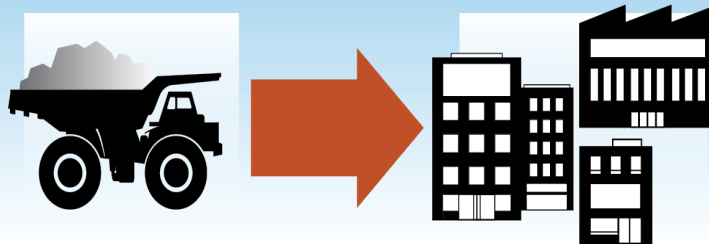
Every **\$1** of sales in the **AGGREGATES INDUSTRY** produces another **\$3.47** of sales in other industries.



NSSGA NATIONAL STONE, SAND & GRAVEL ASSOCIATION

LEARN MORE: [nssga.org/economic-impact](http://nssga.org/economic-impact)

Every **\$1** of wages earned in the **AGGREGATES INDUSTRY** creates an additional **\$4** of wages in other industries.



NSSGA NATIONAL STONE, SAND & GRAVEL ASSOCIATION

LEARN MORE: [nssga.org/economic-impact](http://nssga.org/economic-impact)

Every job in the **AGGREGATES INDUSTRY** creates nearly **5** additional jobs in other industries.



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LEARN MORE: [nssga.org/economic-impact](http://nssga.org/economic-impact)







# Telling Your Story

## Engaging the Media



## SEVEN CARDINAL RULES OF COMMUNICATING WITH THE PUBLIC



Communication research has identified effective and successful methods of establishing, maintaining and improving community relations.



### **Accept and Involve the Public as a Legitimate Partner**

Through open dialogue and early involvement of people in any decision-making process, producers can improve the public's understanding of issues and help lower perceptions of threats. Depending on the levels of honesty, clarity and compassion in communications, the public can be a supportive ally or a concerned and ill-informed opposition group to aggregates operations.

### **Plan Carefully and Evaluate Performance**

Effective communication programs require planning and evaluation in order to be successful.

**THE ROANOKE TIMES**

roanoke.com

Quarry tour offers glimpse into job opportunities outside of college

**ajc** **The Atlanta Journal-Constitution**  
Credible. Compelling. Complete.

Atlanta breaks ground on city's biggest park at Bellwood Quarry

**STONECO**  
A CRH COMPANY

Reclaimed land donated to Ducks Unlimited

**The Franklin News-Post**

Jack's Mountain Quarry donates to children in need: Students at Glade Hill, Sontag to benefit





# Telling Your Story

Engaging on Social Media



## How can you help?

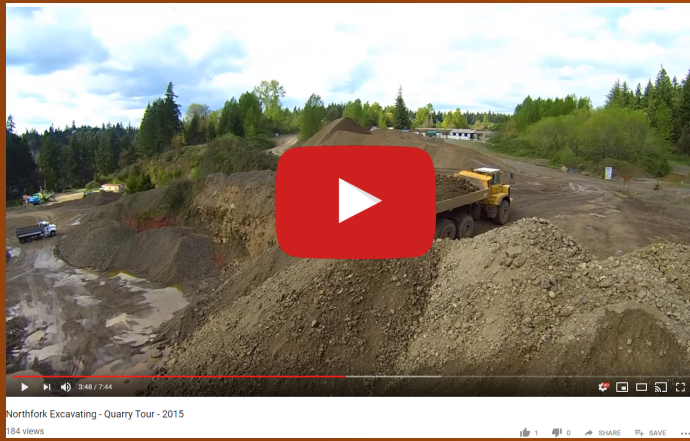
<p><b>Social Media or word of mouth</b></p> <p>We want to change the NZ law to protect all New Zealanders</p> <p>Help us spread the word on behalf of all communities in NZ.</p>	<p><b>change.org</b></p> <p><b>Sign the petition</b></p> <p>Help us create sensible limits</p> <p><a href="https://change.org/au/tutor-hogan-stop-quarrying-near-our-communities">change.org/au/tutor-hogan-stop-quarrying-near-our-communities</a></p>	<p><b>givealittle</b></p> <p><b>Support the cause</b></p> <p>We need help to hire experts</p> <p><a href="https://givealittle.co.nz/cause/keep-quarrying-out-of-our-communities">givealittle.co.nz/cause/keep-quarrying-out-of-our-communities</a></p>	<p><b>Write submissions to Selwyn District Council</b></p> <p>Make an individual submission during the consent process.</p> <p>Message us if you wish to be notified when this process takes place.</p>	<p><b>Donate time or services</b></p> <p>We need all kinds of experts and services. If you are interested in helping, please message us.</p>
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**CALDWELL STONE**

**DANVILLE QUARRY**

MSHA #15-00009 / KY PERMIT #011-9400



**Kevin**  
@RentEquipment

NSSGA hopes to hear presidential support for infrastructure package during State of the Union [bit.ly/2HGTgGk](https://bit.ly/2HGTgGk) #construction #heavyequipment



4:23 AM - 30 Jan 2019

**DOLESE PRESENTS**

# ROCK THE BLOCK

**SATURDAY SEPT. 30 9AM-1PM**

**DOLESE BROS. CO. CAMPUS 14TH & BROADWAY IN OKC**

**Dolese Bros. Co.**  
Like This Page · 18 hrs ·

Are you ready to #RockTheBlock, Oklahoma? We're bringing family fun to Dolese Bros. Co. at 14th and Broadway for a #FreeEvent for the community Saturday, Sept. 30 starting at 9 a.m.

Share this post and let your friends know! #DoleseDelivers #Community

Like Comment Share

31 Top Comments

13 Shares 1 Comment

Michael Herron When are you all gonna quit using those 1950's rear end trucks and move into the 21st century and buy some front end loaders?  
Like Reply · 56 mins

Write a comment...

**Marsha Oberleiter**  
November 18 at 12:42 PM

Thank you to StoneCo of Michigan, who joined us as a sponsor for the first time this year! Your commitment to the community is fantastic.

**Stoneco Michigan**  
Like This Page · November 21, 2018

Thank you for the kind words and the wonderful plaque! We enjoy supporting local programs! Thank you Marsha Oberleiter for the opportunity to be involved! We look forward to hearing more about what we can do to support in the coming year! #CommunityInvolvement #AlzheimerAssociation #MonroeWaikoEndAlzheimers

22 1 Share

Like Comment Share

Write a comment...

**CEMEX USA**  
@CEMEX\_USA

Congrats to our @CEMEX Global Health & Safety Award winners: Balcones Quarry (1st place - Best Performance in Aggregates) & Clinchfield Cement Plant (2nd place - Best Performance in Cement)! Keep up the great work -- #Zero4Life is possible!

4:50 PM - 20 Apr 2018

4 Retweets 43 Likes

# **Tell Your Story**

No one else will do it for us

# Telling Your Story

*Graphics*

[www.nssga.org/aggregatesmatter](http://www.nssga.org/aggregatesmatter)

**Follow Us!**

[Facebook.com/NSSGA](https://www.facebook.com/NSSGA)

[@NSSGA](https://www.instagram.com/NSSGA)

[Linkedin.com/company/NSSGA](https://www.linkedin.com/company/NSSGA)



# Contact NSSGA Communications

Patrick Dunne, Senior Director  
pdunne@nssga.org



Chuck Fuqua, Vice President  
cfuqua@nssga.org





2019 NSSGA **1**

**AGG**



AGGREGATES ACADEMY & EXPO

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**INDIANAPOLIS 2019**





**NSSGA's  
Legislative &  
Policy Forum  
November  
2019**

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