

Aggregate Producers of
Wisconsin
PO Box 2157
Madison, WI 53701



APW Annual Convention at a Glance

8 Hours of Presentations by experts within the aggregate industry
3 Hours of Vendor exhibits with all of the latest in aggregate industry equipment and services
2 Hours of Networking time with fellow aggregate industry leaders
Legislative Guests and update on regulatory issues affecting the industry

APW 2018 Annual Convention

Where?	The Holiday Inn & Convention Center 1001 Amber Ave. Stevens Point, WI 54467 (715)344-0000
When?	November 29, 2018
What's Included?	Full Registration includes: Continental breakfast, lunch, vendor reception and all sessions.

APW 2018 Annual Convention
November 29, 2018 - Stevens Point, WI

Guest Speakers

Mark Krumanacher - Keynote Speaker

Mark Krumanacher is a Senior Principal and Senior Vice President of GZA GeoEnvironmental, Inc. based in Waukesha, Wisconsin. Mark has served as Principal, Project Manager and Project Hydrogeologist during the past 27 years with GZA on environmental, geologic, hydrogeologic and engineering projects throughout North America. He is a Professional Geologist with licensure nationally and in several states and is a Certified Hazardous Materials Manager. He has managed and conducted geologic, hydrogeologic and, engineering studies, remedial investigations, environmental assessments, pre-acquisition environmental due diligence and hazardous waste management at various properties including surface and underground mines, large industrial, commercial and urban redevelopment projects, Federal Superfund sites and state-lead environmental projects. He has provided testimony regarding aggregate and industrial mineral mining before State Boards and Senate Committees; State, County, Township and Municipal units of government; NGOs, local environmental groups and Community Advisory Council to address concerns associated with nonmetallic mining. Mark also served on the Minnesota Silica Sand Rule Making Advisory Panel in 2014 and 2015.

Paula Gilbeck - Putnam Roby Williamson Communications

Paula Gilbeck joined PRW Communications in 2004 and is an award-winning public relations executive. She has won awards from the PRSA (Public Relations Society of America) and the HERMES Award for outstanding media relations & communications for client campaigns in 2008, 2011, 2012, 2013 and 2014. She has managed multi-million dollar radio campaigns for clients in Canada, trained executives to speak on-camera, produced and placed TV advertising campaigns and regularly meets with local news media on a variety of client needs. She also develops and manages successful long-term strategic communications campaigns for a variety of clients including those in the energy sector, the transportation industry and the healthcare arena, among others.

Annie Early - Schreiber GR Group

Annie is a lobbyist and shareholder at Schreiber GR Group (SGR) and works with a wide variety of clients, particularly associations, corporations and coalitions. She joined SGR in 2001, bringing a background in public relations and strategic communications.

Her specific areas of expertise include: healthcare, licensing and regulation, law enforcement, transportation and coalition building. Additionally, Annie has extensive experience with the state budget process, agency rulemaking and procurement, specifically within the Department of Administration, the Department of Transportation, the Department of Safety and Professional Services and the Department of Health Services.

Zoe McManama - Department of Natural Resources

Zoe McManama is a Hydrogeologist and the Nonmetallic Mining Coordinator for the Wisconsin DNR, specializing in metallic and nonmetallic mining. She has over 20 years of experience working in, and regulating the mining industry in Australia and the United States.

Larry Hetzel & Jeff Gray - Rock Machinery

Larry Hetzel has worked in the aggregate industry for over 40 years beginning his career at Telsmith in the applications department. He held Senior Management Positions with many crushing equipment manufacturers, such as Telsmith, Nordberg / Metso and Svedala. In 2004, he moved on by starting his business, Rock Machinery Co., LLC. In 2017, he acquired Durex Products, a leading manufacturer of screen media located in Luck, Wisconsin. This vast experience helped him become one of the best solutions provider in the aggregate industry.

Jeff Gray has worked for Telsmith for over twenty-two years starting as an applications specialist and held the Domestic Sales Manager role over the past eleven years. He has had great success developing the domestic market, and partnering with the sales staff, customers, and dealers. As the new Vice President of Sales and Marketing, he now oversees all domestic and international sales and marketing efforts.

APW Annual Convention Agenda - Thursday, November 29, 2018

7:30 AM - 8:00 AM - Registration, Continental Breakfast & Exhibit Hall Open

8:00 AM - 8:30 AM - APW Annual Meeting - Receive all of the latest news about the happenings of APW. Committee reports, membership status, board election results and financial review are just some of the many things that will be discussed during the annual meeting.

8:30 AM - 9:30 AM - Addressing Challenges & Concerns in Obtaining Special Use Permits for Nonmetallic Mining - Public opinion is commonly turned against the mining industry due to the predominance of negative and mostly false information that is commonly available on the Internet. Improved public understanding of the industry grows slowly and not without ongoing effort. The industry is commonly up against an increase in organized opposition fueled by misinformation available through a simple Google search. The presentation will address a strategy that has evolved to include engaging multiple stakeholders, understanding the decision shapers and the decision makers, ongoing research and education, and addressing concerns in technically sound, straightforward documentation that supports a permit application.

9:30 AM - 10:30 AM - Media Relations & Public Relations: Why You Need to Tell YOUR Story & How to do it Successfully - What happens when the media calls? What are your pro-active public relations tools and are you using them at the right time with the right audience? This presentation will cover Media Relations 101 – what is the media, what are they looking for and the value of a strong media relationship, as well as developing and using pro-active strategic public relations tools including social media tools and protocols. Plus a look at PRW Communications and their public relations success stories & case studies.

10:30 AM - 11:00 AM - Vendor Exhibits & Displays

11:00 AM - 12:00 PM - Legislative Update - Hear from APW's lobby team about the upcoming 2019-2020 legislative session and what initiatives APW will be undertaking to benefit the aggregate industry in Wisconsin.

12:00 PM - 1:15 PM - Lunch with Legislative Guest - TBD

1:30 PM - 2:00 PM - Vendor Exhibits & Displays

2:00 PM - 3:00 PM - Wisconsin DNR and Nonmetallic Mining: Planning, Permitting, and Reclamation for Regulatory Compliance - Wisconsin DNR staff will discuss the scope of regulatory requirements for nonmetallic mining in Wisconsin. Included will be discussion on reclamation and restoration projects, storm water, and DOT project liaising.

3:00 PM - 4:00 PM - Breakout Sessions

Session 1

3:00 PM - 4:00 PM - Crushing in the 21st Century

Jeff Gray from Telsmith and Larry Hetzel from Rock Machinery will discuss how Jaw Crushers, Cone Crushers, and Impact Crushers have mechanically evolved over the last 75 years along with "best practice" tips to maximize performance and product quality.

Session 2

3:00 PM - 4:00 PM - DOT Update on QMP Changes

Hear from the Department of Transportation about all of the latest revisions to the Aggregate Quality Management Program and how it will effect future bid processes.

4:00 PM - 6:00 PM - Cocktail Reception in Exhibit Hall