



PAAMA 2024 ANNUAL CONFERENCE

**HAVING YOUR VOICE
HEARD AT THE LOCAL
& STATE LEVELS**

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Politics-Campaigns from
Municipal to McCain for
President

Government-NJ
TRANSIT & NJDOT

Contractors-Utility &
Transportation
Contractors Association
of New Jersey

Engineering-AECOM

Hawk Strategies

A 3D rendering of a puzzle. The majority of the puzzle pieces are a light gray color and are laid out on a white surface. One piece, located in the center-left area, is a vibrant red color and is standing upright, slightly separated from the others. The text 'GEOPOLITICAL STRATEGY & ENGAGEMENT' is overlaid in white, bold, sans-serif capital letters across the middle of the image, partially covering the red piece and the gray pieces to its left.

GEOPOLITICAL STRATEGY & ENGAGEMENT

Politics-The uninvited guest at the construction dinner table

- All publicly funded and heavy regulated industries need a geopolitical strategy.
- In a perfect world, we would simply design and build infrastructure based on a transportation systems' needs.
- Unfortunately, elected and appointed officials have an outsized role in our industry's well being and future.

Need to Advocate for Pavement Preservation

The pavement preservation industry must constantly advocate for its market position. Not enough taxpayers are familiar with pavement preservation.

Bad jobs and bad actors kill markets.

Companies that produce asphalt tend to not like folks making their products last longer. As a result, in some states, they advocate heavily against pavement preservation with elected officials.

It's important to seek ways to do business with the asphalt producers/pavers instead of fighting them.

Engagement with Elected Officials



- Set up legislative committee at PAAMA- Focus on current and potential legislation affecting the industry
- Create Legislative Outreach Program in PAAMA
- Local Outreach and Engagement

Money, Money, Money

- Political contributions are a necessary evil in the construction world
- However, the construction industry typically lacks a cohesive strategy that combines industry giving (Political Action Committees) vs. individual company contributions
- Need to better coordinate local/geographical support with industry giving





Think Green!

- Most pavement preservation techniques are or should be considered “green” construction. In today’s climate, this is a major selling point
- Pavement preservation is a fraction of the cost of HMA paving. With tighter public budgets, our products/processes cost less and extend the life of asphalt. This is music to an elected officials' ears.
- Embrace our strengths!

Thank you!



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