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## THE ROAD TO A HIGHWAY BILL

### Kolberg-Pioneer, Inc. (KPI-JCI) paves way for federal highway bill with national 'Road Connection' campaign

The Road Connection will make its final stop at the Kolberg-Pioneer, Inc. (KPI-JCI) factory in Yankton, S.D., one year after it first hit the road to spotlight the need for infrastructure funding in the United States.

The Road Connection is a grassroots, nonpartisan advocacy campaign designed to bring awareness to the deteriorating roads and bridges and secure more federal infrastructure funding. The initiative's main sponsor is Kolberg-Pioneer, Inc. and its sister companies, Johnson Crushers International, Inc. and Astec Mobile Screens.

The year-long campaign was launched at KPI-JCI & Astec Mobile Screens' 2011 National Dealer Conference in New Orleans, La. KPI-JCI & Astec Mobile Screens is the primary sponsor of The Road Connection. Marketing Manager Lisa Carson said she was surprised – and ecstatic – to see how quickly word began to spread in the aggregate industry. In a matter of months, nearly 30 industry and media organizations had partnered with The Road Connection, determined to increase pressure on government to fund road construction.

And by June 2012, MAP-21, a two-year, \$105 billion federal highway bill, was passed.

"People were excited when they heard about The Road Connection," Carson said. "For the first time, you had one clear, concise message that came from the manufacturing level. KPI-JCI & Astec Mobile Screens knew that it couldn't just grumble about the lack of highway funding – it had to stand up and make a commitment to getting something done. Today, thanks to groups like The Road Connection, we have a federal highway bill, which although it's not perfect, is better than another short-term extension."

Throughout the year, the public faces of The Road Connection



Joe Vig, group vice president of KPI-JCI & Astec Mobile Screens and president of Kolberg-Pioneer, Inc., speaks about the need for a federal highway bill at AGG1/World of Asphalt in Charlotte, N.C.

"We knew that better roads and bridges meant better business, not just for our industry, but for every industry."

— Joe Vig, President  
Kolberg-Pioneer, Inc.

– Curt Peterka, advertising manager of KPI-JCI & Astec Mobile Screens, and Andrew Gillman, mobile journalist with Performance Marketing in Des Moines, Iowa – hit 39 states and racked up more than 35,000 miles in hopes of securing a multi-year, federal highway bill to improve the country's roads and bridges.

"As an industry leader, we felt compelled to do our part to help secure a federal highway bill to improve our roads and bridges," said Joe Vig, president of KPI-JCI & Astec Mobile Screens. "We knew that better roads and better bridges meant better business, not just for our industry, but for every

industry. We had to get others to see that it was critical to invest in our transportation system, not only to improve our quality of life and infrastructure, but to put Americans back to work."

An intense social media campaign resulted in nearly 4,000 Facebook fans, 3,800 YouTube views and almost 400 Twitter followers for The Road Connection. The website, www.theroadconnection.org, garnered more than 4,000 hits, and sent more than 3,000 letters to Congress from people across the country.

"The numbers speak for themselves," Carson said. "We touched tens of thousands in a very short

amount of time, and we are very proud to have contributed to the fight for infrastructure funding."

The Road Connection's final event, which will take place during the 2012 National Dealer Conference in Yankton, will feature local, state and national speakers, from industry organizations to politicians, and will focus on how the industry can use the next two years to create more sustainable highway funding.

But even though The Road Connection truck will not be hitting the road in 2013, KPI-JCI & Astec Mobile Screens' commitment to infrastructure is "very strong," Carson said.

"As an American manufacturer, we know that infrastructure funding helps stimulate equipment sales, which will be used to fix our crumbling roads and bridges," she said. "We hope people will continue to use The Road Connection's website to keep in contact with their representatives and let them

#### BY THE NUMBERS

**54,663** bridges are part of the U.S. Interstate System. 25% are structurally deficient.

Only **2.4%** of the U.S. GDP is invested into infrastructure.

Of the **33,000** traffic fatalities each year, 1/3 are due to bad roads.

know that infrastructure must always remain a priority if we want to keep America strong."

For more information about The Road Connection, visit [www.theroadconnection.org](http://www.theroadconnection.org).

## Road Connection Hosts Community Rally At KPI Factory



### State Politicians, Industry Leaders to Speak at Rally

More than a dozen local, state and national politicians and industry leaders are slated to speak at the final Road Connection event to discuss the future of America's infrastructure.

The Road Connection is a grassroots, nonpartisan campaign designed to bring awareness to the deteriorating roads and bridges and secure more infrastructure funding. The initiative's main sponsor is Kolberg-Pioneer, Inc. and its sister companies, Johnson Crushers International, Inc. and Astec Mobile Screens.

The final Road Connection stop is a community-wide event and features speakers, free hot dogs and giveaways. The event will take place Sept. 20 from 11 a.m.-2 p.m. at the Kolberg-Pioneer, Inc. factory, located at 700 W. 21st St. in Yankton.

**What:** The Road Connection Rally

**When:** Thursday, Sept. 20, 11 a.m.-2 p.m.

**Where:** Kolberg-Pioneer, Inc. (700 W. 21st St.)

Lisa Carson, marketing manager for KPI-JCI & Astec Mobile Screens, said she wanted The Road Connection's final stop to include as many community members and state and local politicians as possible because she believes that real change comes from the local level.

"This is the perfect opportunity for regional folks to get out and not only hear what their representatives have to say about our infrastructure and how we should fund it, but let them know how we as constituents feel," Carson said. "As a local manufacturer, we know that local politics can cause real change."

### Kolberg-Pioneer Hosts Career Day

Want to learn about the many careers offered at Kolberg-Pioneer, Inc.? Attend the company's career day to see what your future holds. Sessions will be held Thursday, Sept. 20, at the Kolberg-Pioneer, Inc. factory, located at 700 W. 21st St. in Yankton. All ages welcome. For more information, contact Kate Shoemaker at 605-665-9311 ext. 2212.