



### **CalAPA earns 2017 Constant Contact All Star Award**

*Recognized Among Top 10 percent of customers driving powerful e-mail marketing results*

**WEST SACRAMENTO, Calif. — March 27, 2018** – The California Asphalt Pavement Association (CalAPA), a non-profit trade association representing the asphalt industry in California, has been named a 2017 All Star Award winner by [Constant Contact](#), an [Endurance International Group](#) company and a leader in email marketing solutions. The annual award recognizes the most successful 10 percent of Constant Contact’s customer base, based on their significant achievements using email marketing to engage their customer base and drive results for their organization during the prior year.

The association’s electronic e-mail newsletter, “*California Asphalt Insider*,” has been published weekly for a decade and boasts more than 2,600 subscribers, including representatives from industry, agencies and academia. It provides news and insight about the asphalt industry in California, as well as technical and practical articles about asphalt pavement design, production, testing, placement and maintenance.

“One of the core missions of CalAPA is to be a trusted source for news and technical information about asphalt pavements, which is valuable to public agencies as well as our industry,” said Mike Murray with Vulcan Materials, 2018 chairman of CalAPA. “We’re pleased to receive this national recognition that our association has leveraged technology to effectively communicate important information, and also to manage our many educational events.”

Small businesses and nonprofits using Constant Contact’s email marketing tools are eligible for this award. Criteria used to select this year’s All Stars included the following during 2017:

- Level of engagement with email campaigns
- Open, bounce, and click-through rates
- Use of social sharing features
- Use of mailing list sign-up tools
- Use of reporting tools



“Email marketing continues to deliver the highest returns of any marketing channel. Yet its ability to engage customers, drive awareness, boost sales, and increase donations isn’t always a given. It requires a balance of best practices and relevant content delivered through a powerful email marketing engine,” said Jamie Waldinger, Vice President of Marketing, Constant Contact. “This year’s All Stars embody that balance, and we celebrate CalAPA’s achievements with this All Star Award.”

#### **About the California Asphalt Pavement Association**

Founded in 1953, the California Asphalt Pavement Association (CalAPA), represents asphalt

producers, oil refiners, paving contractors, equipment manufacturers, engineering firms, testing labs and other businesses that make up the asphalt pavement industry in California. CalAPA is comprised of about 180 member companies which constitute most of the asphalt that is produced and placed in California. CalAPA is headquartered in West Sacramento, Calif. The association's website is: [www.calapa.net](http://www.calapa.net) .

**About Constant Contact**

Constant Contact, an Endurance International Group company and a leader in email marketing since 1995, provides hundreds of thousands of small businesses around the world with the online marketing tools, resources, and personalized coaching they need to grow their business.

**About Endurance International Group**

Endurance International Group Holdings, Inc. (em) Powers millions of small businesses worldwide with products and technology to vitalize their online web presence, email marketing, mobile business solutions, and more. The Endurance family of brands includes: Constant Contact, Bluehost, HostGator, iPage, Domain.com, BigRock, SiteBuilder and SinglePlatform, among others. Headquartered in Burlington, Massachusetts, Endurance employs over 3,600 people across the United States, Brazil, India and the Netherlands. For more information, visit: [www.endurance.com](http://www.endurance.com).

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