

The AHTD

CENTERLINE

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“Pave the Way” Campaign Promotes Smoother and Safer Roads Ahead

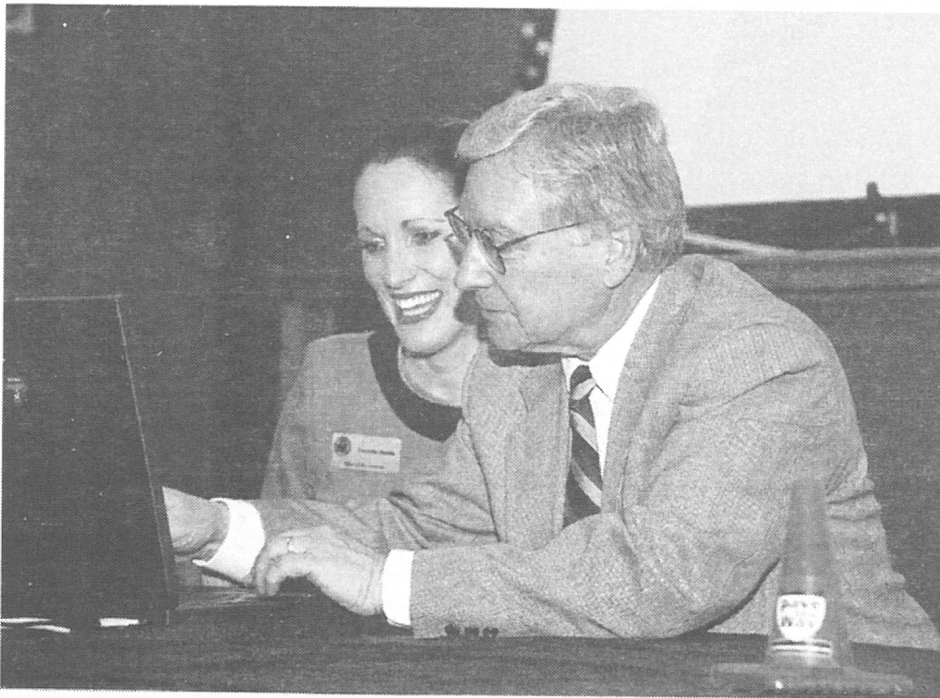
Motorists traveling Arkansas' Interstates now have a number of helpful resources available to plan ahead for increasing construction under the Interstate Rehabilitation Program (IRP). As AHTD Highway Commissioners officially kicked off the *Pave The Way* campaign on April 4, 2001, Director Dan Flowers explained the program's resources to over 300 attendees in the AHTD Central Office auditorium. Following a 20-minute multi-media presenta-

tion that included Commission Chairman John “M” Lipton's and the Governor's Office registration for the *Interstate Update* electronic newsletter, AHTD officials engaged the press with one-on-one interviews and on-site demonstrations of variable message and standard roadside signage, the Department's Motorist Assistance Patrol and Arkansas Highway Police.

“There was a good turnout for our kick-off event and we appreciated



AHTD Director Dan Flowers explained the “Pave the Way” campaign resources to attendees.



Commission Chairman John “M” Lipton and Lucretia Norris, from the Governor's Office, sign up electronically for the “Pave the Way” newsletter.

the positive reception for *Pave The Way*,” said Flowers. “However, developing the campaign itself and introducing it to the public is only the beginning. Our efforts have immediately switched gears to build upon the strong foundation of resources we have created for motorists.”

Media coverage following the kick-off event has been positive and thorough, including broadcast coverage from Little Rock's channels 4 and 11 (with evening and morning play), as well as Channel 7, KSLA in

Shreveport, KHOG in Fort Smith/Fayetteville, and KARN talk radio. We also received lengthy stories in the Little Rock and Northwest Arkansas editions of the Democrat-Gazette, and the Benton Courier. All told, nearly 500 media kit folders, including press releases, brochures and photographs detailing the *Pave The Way* campaign were distributed as the first of our ongoing effort to assist media partners with information and story ideas for motorists.

Over 75,000 *Construction Update* brochures have been distributed across the state along with a new series of "Highway Guy" radio public service announcements. ArkansasInterstates.com website traffic is steadily increasing, with the Traffic Zone pages being viewed most frequently. Another popular page is the *Pave The Way* trivia game, where visitors can test their knowledge and enter a drawing for a free travel mug. "We anticipated that the Traffic Zone would be the heaviest traffic area of the website because it's so practical," mentioned Mr. Flowers, "but it's also nice to offer a little bit of fun while doing our job to inform motorists at the same time."

Next steps involve the continued effort to get brochures into the hands of the traveling public through direct mailings, Tourist Information Centers (TICs) and every available location along the Interstates. Arkansas map posters showing construction zone locations are also being produced for TICs and rest areas along the Interstates. Staff will form a speaker's bureau using a dynamic PowerPoint presentation about the IRP and *Pave The Way* information resources.

In an effort to reach motorists who are already on the road, but unaware of Arkansas' widespread Interstate construction, the AHTD will make a significant investment in new *Pave The Way* roadside signage and Highway Advisory Radio (HAR) broadcasts at all state borders and three Interstate exit points leaving the city of Little Rock. This communication strategy will go a long way to assist Arkansans and out-of-state motorists who have not been exposed to *Pave The Way* news coverage, website information or other promotional efforts.

The AHTD hopes expansion of its roadside signage and Highway Advisory Radio networks will enhance the motorist public's understanding of the



AHTD Director Dan Flowers, right, is interviewed by Kelly Kissell, of the Associated Press, at the press conference.

Interstate Rehabilitation Program. "While *Pave The Way* was created to inform the public about the advantages of rehabilitating our Interstates and helps drivers learn how to plan ahead for road construction, we hope that preventing accidents and injuries in work zones will be the campaign's primary achievement," added Flowers. For more information about the *Pave The Way* campaign, employees can visit

www.ArkansasInterstates.com

or call the Public Affairs Office.

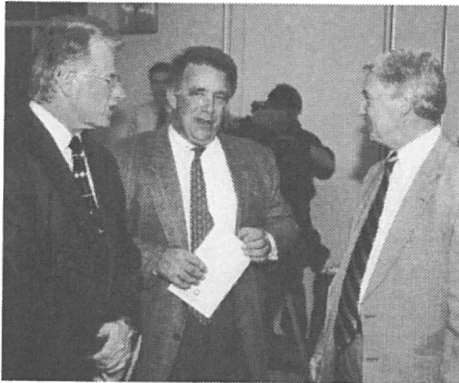


Highway Commissioner Jonathan Barnett and Commission Vice Chairman J.W. "Buddy" Benafield check out equipment carried in the Motorist Assistance Patrol vehicle.

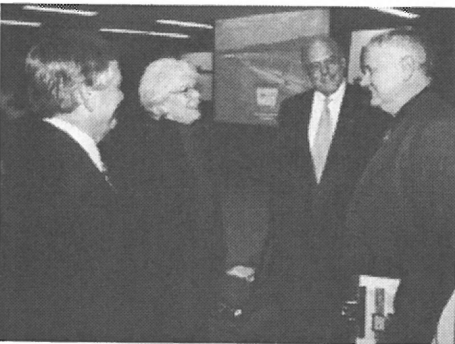


Rebuilding Arkansas Interstates

**April 4, 2001
Press Conference**



Tommy Fish and D.B. Hill, III, of Associated General Contractors/Arkansas Chapter with Commission Chairman John "M" Lipton.



Don Weaver of AGC; Jane Wilson, AHTD Chief of Administration and Public Affairs; Mike Right of AAA; and Kerry Caviness, of AGC are all members of the Interstate Rehabilitation Program Advisory Board.



Charles McLemore, of the Arkansas Parks and Tourism Department and IRP advisory board member, with Martin Thoma, of Thoma Thoma Creative; and Farrell Wilson, AHTD Public Affairs Office.



AHTD Director Dan Flowers presents the "Pave the Way" brochures as Commissioners watch.



Commission Chairman John "M" Lipton is interviewed by Ernie Paulson, of Little Rock's KARK Channel 4.



Commissioner Jonathan Barnett discusses the press conference with Martin Thoma of Thoma Thoma Creative; Jane Wilson, Chief of Administration and Public Affairs; Commissioner Prissy Hickerson; and Farrell Wilson of the AHTD Public Affairs Office, as Ray Woodruff, District I Engineer speaks with media in the background.



An attentive crowd listens to the resources available through the "Pave the Way" campaign.



AHTD Director Dan Flowers, right, is interviewed by Little Rock's KATV Channel 7.



Commission Vice Chairman J.W. "Buddy" Benafield, right, with Lucretia Norris, the Governor's Office transportation liaison.



Commissioners Carl S. Rosenbaum and Prissy Hickerson examine supplies carried by a Motorist Assistance Patrol vehicle used in Interstate construction zones.



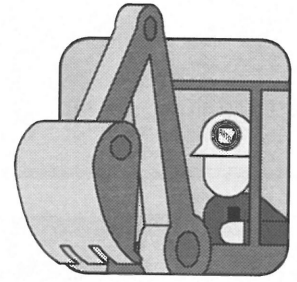
AHTD Director Dan Flowers, second from left, with Farrell Wilson, AHTD Public Affairs Office; Martin Thoma, Thoma Thoma Creative; and Jane Wilson, AHTD Chief of Administration and Public Affairs.



AHTD Director Dan Flowers, left, with David Morris, IRP advisory board member representing the Association of Arkansas Counties.

Equipment Operators' ROADEO Semi-finals Results

Listed below are the results of the AHTD Equipment Operators' Roaddeo semi-final competitions. The first places winners in each category will compete in the statewide finals to be held June 7 at the Central Shops.



DISTRICT SIX March 29 Tractor/Lowboy

- 1 Carl Efird
- 2 Larkie Cobb
- 3 Steven Coulter

Tandem Axle Dump Truck

- 1 Todd Nebling
- 2 Scott Simpson
- 3 James Williams

Single Axle Dump Truck

- 1 Bill Jett
- 2 Jon Paul Anderton
- 3 Anthony Webb

Tractor/Mower

- 1 Kennieth Stivers
- 2 Vincent Turner
- 3 Aaron Ring

Backhoe

- 1 Rusty Bornemeier
- 2 Ronnie Veazey
- 3 Shane Byrd

Motor Patrol

- 1 David Wilson
- 2 Anthony Webb
- 3 Bill Dunlap

CENTRAL OFFICE March 29

Tandem Axle Dump Truck

- 1 Brian Goude

Single Axle Dump Truck

- 1 Donna Martin

Tractor/Mower

- 1 Brian Gilliam

Motor Patrol

- 1 Marvin Curry

DISTRICT FOUR April 5 Tractor/Lowboy

- 1 Johnny Carte
- 2 Mike Schmalz
- 3 Dolph Mathis

Tandem Axle Dump Truck

- 1 Tim Henretty
- 2 Joe Showl
- 3 Jennifer Davis

Single Axle Dump Truck

- 1 Fred Ridenhour
- 2 Brad Sharp
- 3 Gary Franks

Tractor/Mower

- 1 Ronny Bugg
- 2 Frank Hulbert
- 2 Steve Alexander

Backhoe

- 1 Dan Mowry
- 2 Anita Jordan
- 3 David Nelson

Motor Patrol

- 1 Joe Showl
- 2 George Banhart
- 3 Jack McLaughlin

DISTRICT NINE April 12 Tractor/Lowboy

- 1 Jeff Upton
- 2 Tommy Earwood
- 3 Charles Christopher

Tandem Axle Dump Truck

- 1 Joey Fierro
- 2 Christy Kolb
- 3 Carroll Lawrence

Single Axle Dump Truck

- 1 Lowell Cox
- 2 Bob Massengale
- 3 Mike Brasel

Tractor/Mower

- 1 Ashley Hale
- 2 Jeff Hudgens
- 2 Terry Eidson

Backhoe

- 1 Kenneth Studyvin
- 2 Bobby Kelley
- 3 Glen Akins

Motor Patrol

- 1 Randall Edgmon
- 2 Howard Farmer
- 3 Kenny Riley

New Prescription Cards

Recently Advanced Paradigm issued new prescription cards. The **Group Numbers** on these cards have changed. You must take the new card to your pharmacist. This will prevent delays at the pharmacy when you have your prescriptions filled.

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Published monthly by and for employees of the Arkansas State Highway and Transportation Department as a medium of departmental news and other information. Correspondence should be directed to the Public Affairs Office, 10324 Interstate 30, Room 1002, P.O. Box 2261, Little Rock, Arkansas 72203-2261, 501-569-2227.

ARKANSAS STATE HIGHWAY COMMISSION

JOHN "M" LIPTON, CHAIRMAN • J.W. "BUDDY" BENAFIELD, VICE CHAIRMAN
MARY P. "PRISSY" HICKERSON • JONATHAN BARNETT • CARL S. ROSENBAUM

DAN FLOWERS
DIRECTOR OF HIGHWAYS AND TRANSPORTATION

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AHTD PEOPLE



MARCH 2001

NEW EMPLOYEES

ENVIRONMENTAL

Terilyn Johnson, Office Admin Asst I

HUMAN RESOURCES

Montrell Harris, Mail Clerk

DISTRICT 1

Prentiss Bates, Single Axle Truck Driver
Robert Bateman, Cedric Buchanan, Gen Laborers

DISTRICT 2

Johnny Williams, Gary Williams, Gen Laborers

DISTRICT 3

Douglas Easter, Larry Medford, Single Axle Truck Drivers

Johnny Johnson, Construction Aide I
For Mills David Suttle, Const Helpers I

DISTRICT 5

John Kent, General Laborer
V. Gammill, Single Axle Truck Driver

DISTRICT 6

Steven Credit, Norman Edge, Billy Hill, Shannon Sykes, General Laborers
Valerie Gifford, Field Clerk I

DISTRICT 9

Thomas Lee, Noel Washburn, Kent Cornett, Single Axle Truck Drivers

DISTRICT 10

Richard Allen, Renaldre Hodges, Const Helpers I

PROMOTIONS

COMPUTER SERVICES

John Abercrombie, Software Analyst III
Raymond Leung, Automation Engineer I
David Pearce, Automation Engineer IV

FISCAL SERVICES

Destiny Lamon, Office Admin Asst I

HIGHWAY POLICE

Jason Davis, Permits Administrative Aide I

HUMAN RESOURCES

Carla Edwards, Administrative Assistant II

INTERNAL AUDIT

Edwina Briggs, Dale Schimmel, Freida Thompson, Senior External Auditors

MAINTENANCE

Shelly Bradley, Facilities Mgmt Office Admin Asst III
Clinton Melton, Heavy Bridge Repairer I

PLANNING & RESEARCH

Joe Ashcraft, Data Collection Technician
Karla Duncan, Research Info Coordinator
Ronald Strickland, Trans Study Coordinator

SURVEYS

Mitzi Dunn, Office Admin Asst III
William Wilkerson, Staff Surveys Engineer

DISTRICT 1

Gloris Cox, Area Headquarters Attendant

Larry Fleming, Crew Leader
Mel Fowler, Construction Aide I
Robert Gray, Roller Operator

DISTRICT 2

Sonya Cochran, Brent Glover, Michael Holland, Kenneth Jackson, Chris Johnson, Travis Watkins, Single Axle Truck Drivers
Johnny Williams, Station Attendant

DISTRICT 4

Carey Beller, Samuel McKee, Distributor/Roller Opr
James Didiuk, Maintenance Aide II
Lisa Faulkner, Russell Hale, Single Axle Tr Drs
Joe Green, Motor Patrol Operator/Finish
Wallace Herbert, Backhoe/Front End Loader Opr
Terral Scroggins, Lowboy or Float Truck Driver

DISTRICT 5

Roger Gardner, Single Axle Truck Driver
Michael Lackey, Sealing Job Superintendent
Steven Mitchell, Motor Patrol Operator

DISTRICT 6

Steven Coulter, Maintenance Aide I
David Poe, Single Axle Truck Driver

DISTRICT 7

Glenda Adams, Asphalt Tank Truck Driver
Cameron Forbush, Finish Carpenter
Vickie Green, Kathy Mitchell, Aaron Vanderzwal, Single Axle Truck Drivers
Ralph Hodge, Station Attendant
Russell Hopper, Distributor/Roller Operator

DISTRICT 8

Jimmy Daniel, Bridge Repairer I
Walter Edwards, Roller Operator
Charles Farrow, Single Axle Truck Driver

DISTRICT 10

Lenny Fulco, Distributor Operator
Benjamin George, Karla Hopkins, Carol Turner, Single Axle Truck Drivers
Ricky Hale, Hydraulic Excavator Opr/Finish
William Reddell, Brian Rowe, Adv Const Field Engrs

SERVICE

40 YEARS

Carolyn Wise, D-6 Resident Office Technician

30 YEARS

Tommy Riley, D-4 Senior Mechanic
Leslie Shane, D-5 Senior Mechanic
James Ellis, D-5 Sealing Job Supt
James Smith, D-7 Senior Inspector
Harold White, D-10 Backhoe/Front End Loader Opr

25 YEARS

John Jackson, Public Affairs Photographer
James Waggle, D-1 Motor Patrol Opr/Finish
Kathy Clark, D-3 Resident Office Tech
Joe Phillips, D-8 Area Maintenance Supv
Ronnie Fought, D-9 Sealing Job Supt
Larry Toombs, D-10 Maintenance Aide I

20 YEARS

Billy Milholen, Surveys Specialist
Charles Fowler, D-6 Motor Patrol Opr/Finish

15 YEARS

Ronald Mitchell, Data Processing Manager
Ruby Jordan, Environmental Analyst I

Howard Besett, AHP Sergeant
Jimmy Accord, AHP Corporal
Raymond Parker, Maint Heavy Bridge Supv
Paul England, Maint Sign Crew Supv
Virginia Porta, P&R Consultant Coordinator
Rickey Prince, D-6 Permit Officer
Danny Carlton, D-6 Crew Leader
Wilfred Caddy, D-9 Senior Mechanic

10 YEARS

William Clark, Maint Striping Crew Supv
David Morton, D-3 Maint Aide II
David Roush, D-6 Construction Aide I
David Potete, D-8 Bridge Repairer I
Anthony James, D-10 Backhoe/Front End Loader Opr
Sandra Faulkner, D-10 Maintenance Aide I
Ricky Morris, D-10 Senior Body Repairer and Painter

5 YEARS

Keith Stephens, Public Affairs Admin Asst II
Lisa Cleveland, D-1 District Receptionist
Anderson Williams, D-2 Multi-Axle Truck Driver
Brian Johnson, D-3 Backhoe/Front End Loader Opr
Reginald Easter, D-3 Maintenance Aide I
Suzanne Bullard, D-3 Field Clerk II
Dwayne Adams, D-4 Adv Const Field Engineer
Jared Moxley, D-5 Backhoe/Front End Loader Opr
Jason Berry, D-6 Single Axle Truck Driver
John Hill, D-6 Asphalt Tank Truck Driver
Kevin White, D-6 Adv Const Field Engineer
Rhonia Krisell, D-7 Storeroom Asst I
Anthony Herndon, D-7 Roller Operator
Robert Cottrell, D-7 Senior Mechanic
Allen Autrey, D-7 Senior Mechanic
Darrell Maxwell, D-8 Distributor/Roller Operator
Jerry Dillon, D-9 Guard
Darrell Campbell, D-10 Crane Operator/Finish
Larry McKinney, D-10 Senior Mechanic

RETIREMENTS

Jeff Clark, Human Resources Skill Trades Trainee, retired December 18, 2000 with 14+ years

Bobby Reed, District 4 Bridge Repairer I, retired February 9 with 23+ years

June Booher, Roadway Designer, retired March 2 with 24+ years

Joe Watkins, District 2 Senior Inspector, retired March 1 with 41+ years service

R. Blankenship, District 5 Single Axle Truck Driver, retired March 7 with 12+ years

Larry Williams, District 8 Maintenance Aide II, retired March 20 with 28+ years

Charles Loyd, District 8 Inspector, retired March 15 with 27+ years

Bruce Bradke, District 8 Inspector, retired March 20 with 28+ years

Marvin Carlton, District 9 Bridge Repairer II, retired March 21 with 26+ years

Merl Wood, District 9 Ferry Boat Pilot, retired March 29 with 26+ years