

Women of Asphalt

We lead and inspire women in the asphalt industry



Sallie Houston
VSS Emultech



Our Commitment

Mission Statement

- Women of Asphalt is a national coalition which supports women in all aspects of the asphalt industry through mentoring, education, and advocacy, and by encouraging women to seek careers in the asphalt industry.

Vision Statement

- We lead and inspire women in the asphalt industry.

Goals

- To foster and promote networking and mentoring opportunities for women in the asphalt industry
- To create professional development opportunities for women in asphalt through education and training
- To advocate for women in the asphalt industry
- To encourage other women to join the asphalt industry

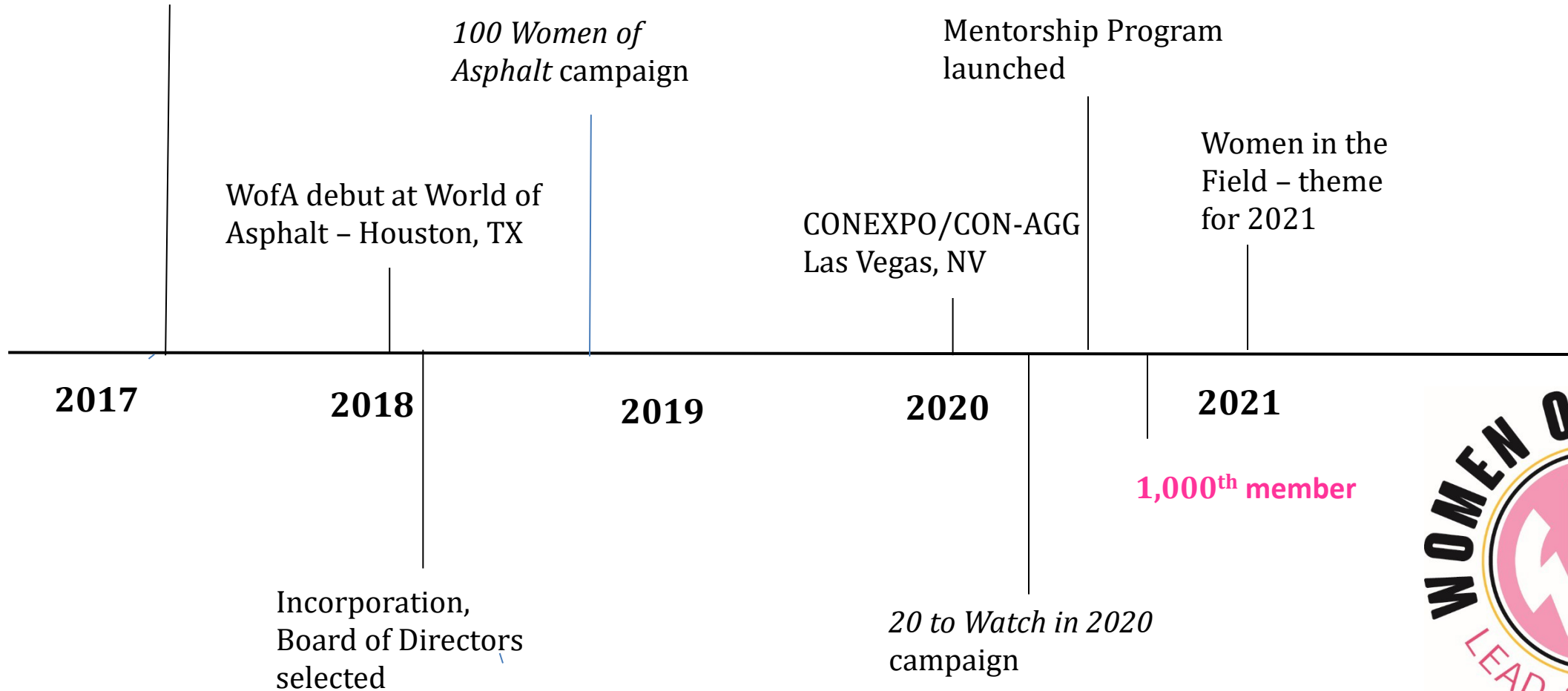






WofA Timeline

Idea for an organization to support women in the asphalt industry







WOMEN OF ASPHALT Board of Directors



Natasha Ozybko
President
Sales Manager,
Arkema-Road Science



Audrey Copeland, PhD, PE
Secretary
President & CEO,
National Asphalt Pavement
Association



Sheila Barkevich
Treasurer
Senior Vice President,
Callanan Industries, Inc.



Janelle Barrientos
Asphalt Distribution
Manager,
Flint Hills Resources



Amy Miller, PE
Past President
National Director,
Asphalt Pavement Alliance



Kirsten Pauley, PE
Executive Director,
Asphalt Pavement
Association of IN



Tracie Schlich
Director of Marketing &
Membership,
Asphalt Institute



Ashley Batson, JD
Executive Director,
SC Asphalt Pavement
Association



Debbie Novak
Sales Representative,
Missouri Petroleum
Products



Judy Pellicano
Vice President of Assets,
Colas USA



Kari Shiflett
Director of Human
Resources,
Lakeside Industries

National Working Groups

Membership/Marketing

Ashley Batson

Develop programs and initiatives to encourage enrollment in WofA

Programs

Kari Shiflett

Create and execute national mentoring program

Branches

Kirsten Pauley

Creating opportunities to connect on a local level

Partnerships

Tracie Schlich/Debbie Novak/Judy Pellicano

Identify and recruit funding and champions for WofA

National Events

Natasha Ozybko/Amy Miller

Planning and implementing events on a national level

Communication

Janelle Barrientos/Natasha Ozybko

Selecting, writing, and publishing communication and social media content

Workforce Development

Sheila Barkevich

Expand and promote WofA Job Board platform



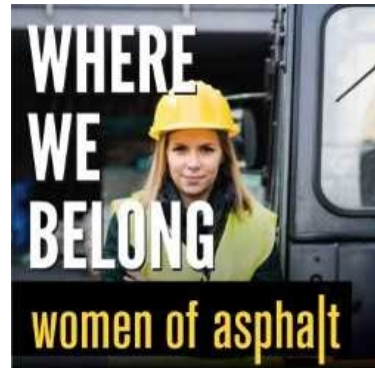
Key Initiatives 2020

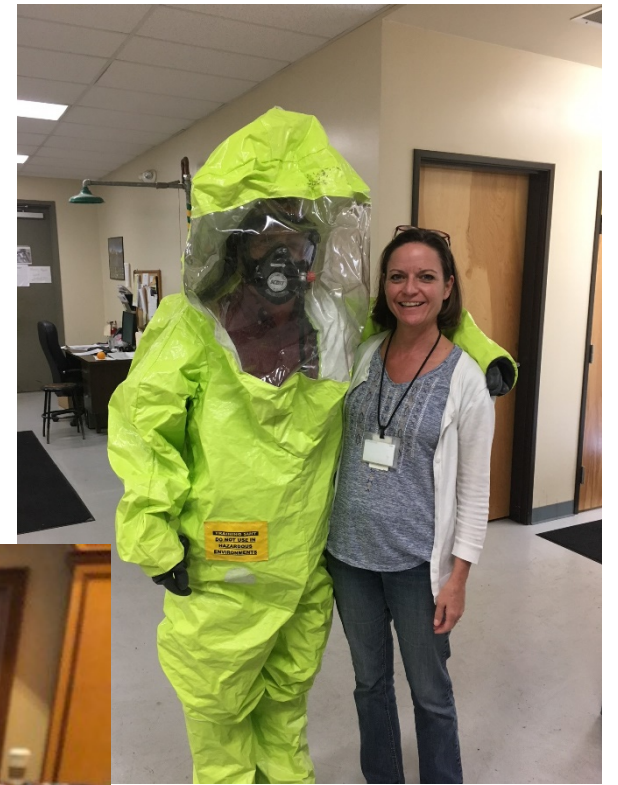
- **WofA Mentorship Program**
 - Debuted program Summer 2020 at NAPA mid-year virtual meeting
 - Over 100 mentors and mentees match (ladies and men)
 - Kickoff January 2021
- **WofA Branches**
 - Launched 8 inaugural Women of Asphalt Branches
 - Branches are led by women within their respective states and most are committees of state asphalt pavement association
- **WofA Job Postings Page**
 - Created a free platform for companies to advertise job openings which would target a specific audience
 - Brings awareness to employers who favor diversity and inclusion



Accomplishments 2020

- 1,000th Member
- 5 *Where We Belong* podcasts released
- First asphalt course in affiliation with US DOT (Women in Transportation Initiative) launched in Florida
- Included in FHWA Women's Initiative playbook on inclusion
- Featured by the USDOT on the Transportation Research Board (TRB) webinar
- Redesigned Women of Asphalt website
- New Association Management System implemented
- Featured in numerous media outlets including Arkansas Asphalt Pavement Association magazine, Bloomberg.com, TheBlueBook.com, Asphalt Pavement Magazine
- Presented at both national and regional events across the country







Accolades

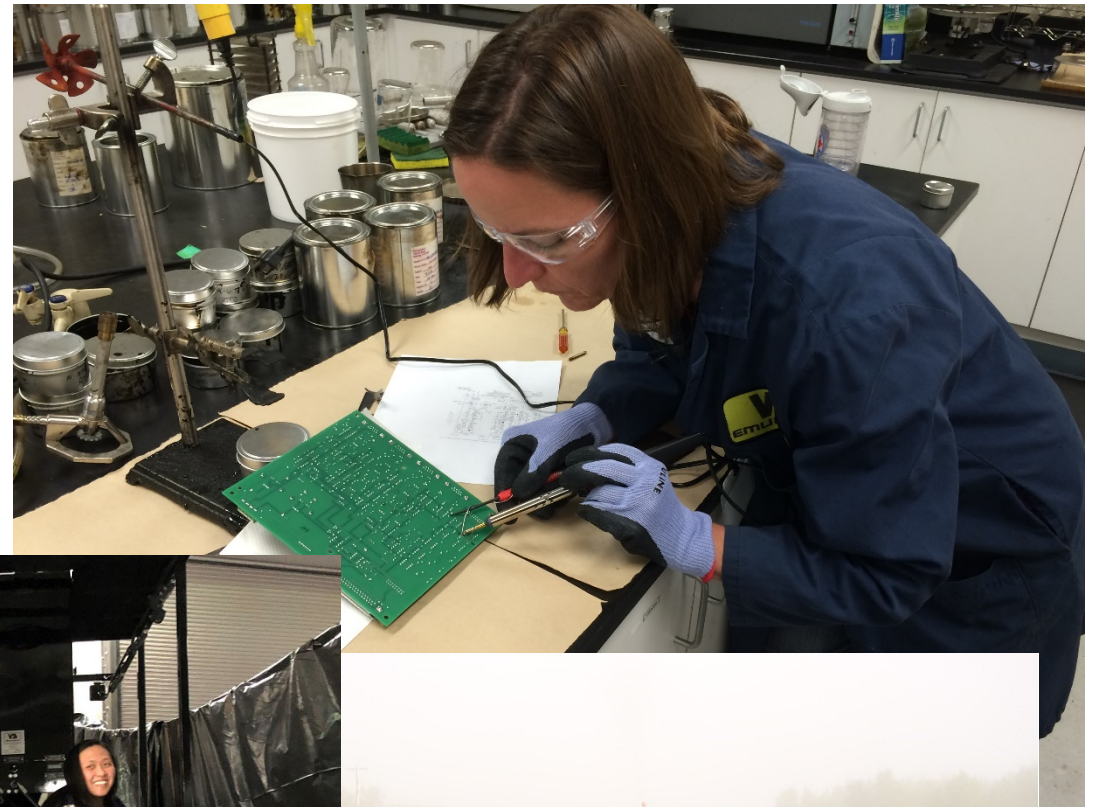
- **20 to Watch in 2020 campaign**
 - Asphalt Contractor Top 10 Story for 2020
 - Featured in Asphalt Pavement Magazine (July/August)
- **Where We Belong podcast**
 - Named a top 10 construction industry podcast
- **CONEXPO/CON-AGG opening ceremonies**
 - Invited guest for opening ceremonies and unveiling of first female construction worker statue at event



2021 Initiatives

- **Women in the Field** – Theme for 2021
 - Feature ladies working in historically male-dominated roles
 - How they're redefining what it means to work in the asphalt industry
 - Benefits of diversity and inclusion
- **Launch additional state branches**
- **Expand Job Board**
- **Increase membership and WofA awareness**





QUALITY



Partnership Opportunities for 2021

Benefits	Diamond \$25,000	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500	Copper \$500 <small>(Associations only)</small>
Podcast feature	Yes	No	No	No	No	No
Endorsement of partner at each state branch event	Yes	Yes	No	No	No	No
Company highlight on WofA landing page	Yes	Yes	Yes	No	No	No
Recognition and signage at all WofA events	Yes	Yes	Yes	Yes	No	No
Company highlight on social media platforms	Yes	Yes	Yes	Yes	No	No
Logo on WofA website landing page	Yes	Yes	Yes	Yes	Yes	No
Website link on WofA website	Yes	Yes	Yes	Yes	Yes	Yes

Founded in 2017, WofA, a 501(c)(6) organization, works to foster and promote mentoring and networking opportunities for women in all facets of the asphalt industry, to create professional development opportunities for women in asphalt through education and training, to advocate for women in the asphalt industry, and to encourage other women to join the asphalt industry. For more information about Women of Asphalt, www.womenofasphalt.com, info@womenofasphalt.com.



How to Get Involved

www.womenofasphalt.org

- Become a member
- Be a mentor or mentee (fall 2021)
- Convene with your state asphalt pavement association for a future state branch
- Follow our podcast
- Become a partner
- Purchase WofA merchandise
- Follow us on social media



Thank you for your support!

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