Women of Asphalt
WE LEAD AND INSPIRE WOMEN IN THE ASPHALT INDUSTRY

Amy Miller
WofA, President
Asphalt Pavement Alliance
National Director

Natasha Ozybko
WofA, Treasurer
Arkema-Road Science
West Regional Sales Manager
Our Focus

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

June 2017
Discussion
After initial discussion with founding board members, the group began working on a website and formation.

March 2018
World of Asphalt
First event meant to test industry for interest level and included a mixer and a roundtable event. A very successful event ignited the group to push forward.

Aug 2018
Incorporated
The group became incorporated and dropped the original “council” at the end of WofA, revamped the website, and expanded to org.

Feb 2019
World of Asphalt
As the group prepared for the event, hosted an extremely successful social media campaign, “100 Women of Asphalt Countdown.”

July 2019
Strategic Plan
Completed a full strategic plan to rollout new branches, establish structure including national committees to meet goals and accomplish mission statement.
Overview

**NOW**
- Established National Working Groups
  - Women volunteers from around the US
  - Focused on strategic goals
- Securing funding/partnerships

**March 2020**
- ConExpo-Con/Agg

**Spring 2020**
- Announce WofA branches
National Working Groups

Membership/Marketing – Ashley Batson
• Develop programs and initiatives to encourage enrollment in WofA

Programs – Kari Shiflett
• Workforce Development and recruiting women into the asphalt industry

Branches – Kirsten Pauley/Natasha Ozybko
• Creating opportunities to connect on a local level

Partnerships – Tracie Schlich/Debbie Novak
• Identify and recruit funding and champions for WofA

National Events – Judy Pellicano/Sheila Barkovich
• Planning and implementing events at national conferences/conventions

Communication – Janelle Barrientos
• Selecting, writing, and publishing communication and social media content
<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
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<tbody>
<tr>
<td>Lindsey Drapeau</td>
<td>Northeast Paving</td>
</tr>
<tr>
<td>Sybil Farrier</td>
<td>Construction Materials Testing</td>
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<tr>
<td>Nikki Luong</td>
<td>Austin, Tsutsumi &amp; Associates, Inc.</td>
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<tr>
<td>Nika Mathis</td>
<td>Mago Construction Company</td>
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<tr>
<td>Tracie Moran</td>
<td>United Paving Co.</td>
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<tr>
<td>Paula Nicholson</td>
<td>Johnson and Sons Paving</td>
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<tr>
<td>Isabelle Troxell</td>
<td>Ajax Paving Industries of FL, LLC</td>
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<tr>
<td>Holly Anderson</td>
<td>KPI-JCI and Astec Mobile Screens</td>
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<tr>
<td>Ashley Batson</td>
<td>SC Asphalt Pavement Association</td>
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<tr>
<td>Lisa Cooper</td>
<td>Gorman Asphalt</td>
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<tr>
<td>Andrea Holsorfe</td>
<td>Brannan Sand &amp; Gravel</td>
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<tr>
<td>Anna-Yates Lipcsak</td>
<td>JTR Asphalt LLC</td>
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<td>Kimberly Lyons</td>
<td>SC Asphalt Pavement Association</td>
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<td>Elizabeth Pastuszka</td>
<td>E&amp;B Paving, Inc.</td>
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<td>Cassie Rubio</td>
<td>Ajax Paving Industries of FL, LLC</td>
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<td>Robin Toomey</td>
<td>Martin Marietta Materials</td>
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<tr>
<td>Heather Vanhealy</td>
<td>Trux, Inc.</td>
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<tr>
<td>Patti Allen</td>
<td>Terry Asphalt Materials</td>
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<tr>
<td>Abby Glaser</td>
<td>Martin Marietta</td>
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<tr>
<td>Heather O'Hara</td>
<td>RoadScience</td>
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<tr>
<td>Cassy Wade</td>
<td>Kentucky Transportation Cabinet</td>
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<tr>
<td>Kim Wilson</td>
<td>The Gorman Group</td>
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<tr>
<td>Stormy Brewster</td>
<td>Marathon Petroleum Company</td>
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<tr>
<td>Kristina Eiting</td>
<td>Owens Corning</td>
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<tr>
<td>Victoria Woods</td>
<td>Ingevity</td>
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<tr>
<td>Debbie Burke, P.Eng.</td>
<td>Husky Energy</td>
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<tr>
<td>Jaimie Campbell</td>
<td>Barrett Industries (subsidiary of CDW)</td>
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<td>Tina Davis</td>
<td>Rosel</td>
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<tr>
<td>Jean Guthrie</td>
<td>Lakeside Industries</td>
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<tr>
<td>Katie Peabody</td>
<td>Lakeside Industries</td>
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<tr>
<td>Tabatha Trigg</td>
<td>Flynn Brothers Contracting, Inc.</td>
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<tr>
<td>Kim Weaver</td>
<td>Palmetto Corp of Conway</td>
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<tr>
<td>Victoria Woods</td>
<td>Ingevity</td>
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National Initiatives
Where We Belong Podcast Series

Episode 7
WE'RE IN THE PEOPLE BUSINESS
Julie Lorenz, KDOT Secretary

Episode 5
MAKING CONNECTIONS EASIER
Nicole Nason, FHWA Administrator

Episode 8
ON THE FRONTIER
Melinda McGrath, MDOT Executive Director

BLACKLIDGE®
CONEXPO-CON/AGG Events:

Tuesday 5 pm – WofA Featured Networking Event

Wednesday, March 11th Breakfast – “Gender on the Jobsite”

Vicki O’Leary – Be That One Guy
Lorein Barlow – Hard Hatted Woman

Wednesday afternoon – Roundtable & Networking Event
Featuring: Aaron Witt of BuildWitt, Keaton Turner of Turner Mining Group and Stacey Tompkins of Tompkins Excavating

Friday - Widening Your Workforce: Executive Lunch Forum

Tech Talks:
Mallorie Brodie: New Approaches to Building Female Construction Leaders
Laura Cataldo: Attracting and Training Your Workforce: Operating Engineers; Innovative Solutions.
Asphalt Industry Internship Program

WITI's Mission: To increase the participation of women in the transportation industry and prepare young women to become our nation's future leaders by creating a culture of opportunity and small business/entrepreneurship pathways and partnerships and education.

Internship Placement: Students will be placed in asphalt related internships with public and private sector agencies and private industry, in large and small size corporations.

Intern Selection Criteria: Completion of Application, currently enrolled undergraduate/graduate female student at a college, university, minimum GPA of 2.8 or equivalent, and copy of transcript, letter of recommendation by Professor/Advisor (on Application), one paragraph expressing interest in asphalt industry, interview with DOT Small Business Office SE Region Director.

Women's Mission: Women of Asphalt is a national coalition that supports women in all aspects of the asphalt industry through mentorship, education, and advocacy, and by encouraging women to seek careers in the asphalt industry.

Exit Criteria: Two page career objective paper, three references (oral or written), and one page letter of recommendation that reflects the internship experience (include projects, experience, and graphic content), proof of internship times totaling 40 hours over an 8-week period.

District Director of Internship (flm provided by DOT) Small Business Office SE Region Director.

The Women & Girls in Transportation Initiative (WGTI) is an academic small business, multi-year internship program for female students enrolled in degree seeking programs at college and universities. Internship participation includes weekly training at school locations, as well as off-site locations, and will consist of mandated hours of learning, participation in high level division department meetings, and engagement in meaningful experiential learning activities designed to develop specialized knowledge and professional skills to increase the competency of industry knowledge.

The multi-state student proposal process includes participation in high salary, high paying careers in exciting fields related to transportation infrastructure.

Topics to Be Revealed

Week 1
Introduction to the Asphalt Industry
Week 2
Asphalt Engineering Firm
Week 3
Pavement Design
Week 4
Aggregate Mining and Processing
Week 5
Asphalt Production
Week 6
Waste Composting
Week 7
In-Plant
Week 8
Inspection and Development
Companies of Guest Lecturers

BLACKLIDGE

FDOT

MARATHON

EARNING OUR STRIPES EVERY DAY

Asphalt Testing Solutions & Engineering

Asphalt

WOMEN OF ASPHALT

WIRTGEN GROUP
How to get Involved

Become a member - www.womenofasphalt.org
Be a mentor or be mentored
Convene with your state asphalt pavement association for a future state branch
Follow our podcast
Sponsorship
Purchase WofA merchandise
Follow us on social media

Contact us: info@womenofasphalt.com
Sponsorship Opportunities for 2020

- Endorsement of partner at each inaugural state branch event
- Monthly mention on social media platforms
- Website advertisement
- Recognition and signage at all WofA events
- CONEXPO-CON/AGG/WOA booth signage (reciprocal)
- Half-page advertisement in member-only directory
- Complimentary annual memberships

Diamond – 1 available SOLD
Platinum
Gold
Silver
Friend
Join Us!

WOMEN OF ASPHALT

Women of Asphalt: "Paving the way for women in asphalt."
Contact Information:

www.womenofasphalt.org