



# WOMEN OF ASPHALT

## Event Guide for World of Asphalt

**TUESDAY - THURSDAY** March 25-27, 2025

### TUESDAY, 3/25

9:00 AM - 5:00 PM **World of Asphalt Exhibit Hall Open**


4:00 PM - 5:00 PM **Women of Asphalt Booth Mixer**  
Booth #6565

### WEDNESDAY, 3/26

9:00 AM - 5:00 PM **World of Asphalt Exhibit Hall Open**

9:30 AM - 11:30 AM **Women of Asphalt Tradeshow Exploration**  
Scavenger Hunt: Chance to learn from WofA Partners + win \$50 Amazon Gift Card!

1:00 PM **Women of Asphalt Presentation @ Community Zone**  
Booth #6755 - Ashley Batson presenting on Women of Asphalt.

3:00 PM - 4:00 PM **Women of Asphalt Day - Registration Open**  
Caterpillar VR Simulator - *available to Members*   
America's Ballroom, Room 220

4:00 PM - 6:00 PM **Women of Asphalt Day Opening Session**  
**Owning Your Career Development**  
by Mickey Scherer, CRH Vice President of Leadership Development

6:30 PM **The Over/Under Bar Networking Reception**  
Optional Event: Separate Registration and Fee (\$25).   
Hosted by Ingevity, Missouri, and Illinois Branches.

### THURSDAY, 3/27

8:00 AM - 8:30 AM **Women of Asphalt Day Registration & Breakfast**

8:30 AM - 9:00 AM **Women of Asphalt Day 2 Welcome**  
Overview of Women of Asphalt programs and industry impact.

9:00 AM - 11:30 AM **Keynote Speaker**  
**Living Well With GRIT (Growth, Resilience, Intention, and Tenacity)**  
by best-selling author Jennifer Bardot

11:30 AM - 12:00 PM **Women of Asphalt Day Closing Remarks**