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Welcome to WofA's Newsletter!



Organization Update

We are thrilled to bring you the latest updates on WofA during this fall season!

Earlier this month, Oct. 2nd-4th, our Board met for the annual Board retreat in Texas. It was an amazing experience, with many thanks to Texas Materials, a CRH company for hosting our group! In addition to two days of meetings and strategizing for the upcoming year, the Board enjoyed dinner with members of the CRH team and also attended the TxAPA Women of Asphalt Branch event at Niece Equipment. The retreat proved to be highly



successful, presenting excellent prospects for collaboration among our Board members.

Our *Lead and Inspire* webinar series continues, with our latest session being on the *Generations of Strength, A Mother-Daughter Journey in the Asphalt Industry*. In this meeting, we hear from Sandy Brasier and Jeani Ringkob as they bring their expertise and insights on careers in the asphalt industry as women. Offering inspiring advice, it's a webinar you won't want to miss!

Not to forget, our first national event, "Women of Asphalt Day" is approaching on March 27, 2024, in conjunction with the World of Asphalt. We're excited about what this occasion will bring, as it aims to bring professionals together. At this event, you will get to hear about the achievements and insights of women in the industry, and presents incredible networking opportunities. We continue to eagerly prepare for this event, with more information for registration coming soon!

See end of newsletter for more details about registration!



Conversations to Lead & Inspire

Generations of Strength, A Mother-Daughter Journey in the Asphalt Industry

Mother-daughter duo Sandy Brasier and Jeani Ringkob give an insightful and inspiring look into their careers in the asphalt industry. Their personal experiences showcase ways to navigate adversity, resilience, leadership, and the

impact of women in asphalt. You won't want to miss this engaging session! [View recording now for free!>>](#)

Save the date for our upcoming webinar!

[*WofA Conversations to Lead & Inspire: A Trailblazing Career in Asphalt Technology and Advocacy, Rita B. Leahy, PhD*](#)

November 8, 2-3:00 PM ET / [Register now for free!>>](#)

Watch previous sessions!

[*WofA Conversations to Lead & Inspire: Unlocking Success with Terri Busser*](#)

June 14, 2023 / [Watch here!>>](#)

[*WofA Conversations to Lead & Inspire: How to Embrace DEI in Your Recruitment and Retention Strategy*](#)

September 28, 2022 / [Watch here!>>](#)



**WofA at the National Pavement Expo
2024! Session and Exhibit**

WofA is heading to Tampa! Get ready for an incredible experience at the upcoming National Pavement Expo in Tampa, FL, January 23-25. Join us for an inspiring session on Revolutionizing Workforce Engagement: Innovative Strategies for Attracting and Retaining Talent in the Asphalt Industry, along with strategies for gaining the interest of the next generation. In this conversation, learn

about topics such as the challenges in the industry to practical solutions.

In this session, you'll get to hear from partners of WofA, industry-leading companies who have been leaders in the topic of talent acquisition and retention. With their experience and insights, you'll gain an invaluable understanding of facing workforce challenges and successful initiatives to target this issue. [Join WofA](#) as we learn about building a resilient workforce and shaping the next generation!

[More! >>](#)



WofA's "23 in 2023" Campaign

Continuing our "23 in 2023" campaign, we're taking a look at 9 more incredible women who have had a significant impact in the asphalt industry with their innovation and expertise! Through each profile, our goal is to showcase their amazing accomplishments in the industry and their talent; supporting women in workplaces and communities.

[View now!>>](#)

Featuring:

- Emily Adams, Director of Marketing, Texas Asphalt Pavement Association
- Kelly Anderson, Founder & President, Anderson Striping & Construction, Inc.
- Margi Brooks, Co-CEO, Brooks Construction Company, Inc.

- Kierstin Janik, Chief Talent Officer, Heritage Construction + Material
- Mindy King, Occupational Health, Safety Specialist, R. K. Hall, LLC
- Dana Knowles, Chief Financial Officer & Treasurer, Mago Construction Company
- Stefani Martella, Sales Manager, F.O. Day Company
- Katie Peabody, Performance Systems Manager, CRH
- Brynn Zipp, Owner, Zipp's Asphalt & Sealcoating

Join us in celebrating these exceptional women who are shaping the future of asphalt! [Watch now>>](#)



Branch Updates

Announcement for 22nd Branch

We are thrilled to announce the newest addition to Women of Asphalt, our 22nd branch: South Carolina! More updates to come in the future for this newest addition, as we look forward to this expansion. This is an amazing accomplishment for our mission as we continue empowering women within the industry. We look forward to the achievements of our new branch and welcome them as we strengthen our local presence and support women in the asphalt sector.

WofA Canada Branch Update

As the establishment of our Canada branch continues, their first event is to take place at the Canadian Technical Asphalt Association conference, with WofA's Board member Amy Miller speaking. This is an amazing opportunity to support the growth of Women of Asphalt's mission, taking place Nov.

18th, 2023 in Charleton Prince Edwards Island. [Learn more here!>>](#)

Branch Highlight: Newly Appointed West Virginia Committee Chairs!

We're excited to welcome the newly appointed committee members for the West Virginia branch! We're extremely fortunate to bring these talented individuals to this committee; their diverse backgrounds and expertise in the industry are invaluable insights and we look forward to the innovation and the enthusiasm that they bring. Our mission to further empower and strengthen women throughout the industry meets new milestones with this addition to the WofA team and continues to contribute to the growth and success of the West Virginia community.

WofA Virginia: Luncheon & Mid-Atlantic Asphalt Conference and Expo

WofA Virginia is attending the Mid-Atlantic Asphalt Expo & Conference on December 5-7. With WofA Virginia hosting both a luncheon and a booth, this is a great chance to network and meet with other women of asphalt! At the conference, join us for our luncheon, Dec. 6 from 11:30am-1:00pm. The following day Dec. 7 we get to hear from Board member Victoria Taffet at a Leadership session hosted by Women of Asphalt VA and the VAA Emerging Leaders Committee. This is an amazing opportunity to hear about company culture and women in leadership and to learn from her experience and insights. It's an event you won't want to miss!



Texas Branch and Highways USA

This past month, Women of Asphalt attended Highways USA along with our Texas Branch aiding in hosting a booth, and a following event hosted by TxApa located at Niece Equipment filled with amazing networking opportunities and live music. It was an amazing and successful day, including a panel of WofA's members.

During this panel, President Sheila Barkevich spoke about the mission and goals for Women of Asphalt, its impact on the industry, and its expansion and growth. Followed by a discussion from Amy Miller and Amy Epps-Martinon where listeners had the opportunity to learn from their careers, experiences, and gain insights into the foundation of Women of Asphalt.

This event followed an incredible week for both the Board retreat and our Texas branch!

WofA's 2024 Mentorship Program



WofA's mentorship program has had a significant impact in the industry and is an incredible opportunity to create networks and have insightful conversations to continue to grow in your career path.

Keep a look out! An email will be sent out soon regarding participation in the program. If you would like to continue, there is no need to re-submit an application. For all new submissions, the deadline is Nov. 24, 2023, after which the matching process between mentor

and mentee will begin and be completed by mid-January, for a February kick-off.

An email with more details and registration information coming soon!



Join Women of Asphalt in March 2024 for our first-ever WofA Day event, followed by World of Asphalt. Register for WofA's event to receive a discount code for World of Asphalt tickets. More information coming soon!



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