

Women of Asphalt continues to build on our mission to empower women in the asphalt industry.

THIS YEAR, WE FOCUSED ON HIGHLIGHTING WOMEN WHO HAVE INSPIRED CHANGE.

We continued to expand the network for women nationwide, and focused on our goals to foster a sense of community and bring awareness to the opportunities the asphalt industry can provide to women. As our organization expands, we are seeing more examples of women making an impact in their companies and on the asphalt industry!



LEAD & INSPIRE 2023



2023
WAS A YEAR
OF SIGNIFICANT
GROWTH AND
EXPANSION
FOR THE
ORGANIZATION.

THANKS
TO OUR PARTNERS

DIAMOND PARTNERS (\$25,000)

- Caterpillar
- CRH
- Pave America

PLATINUM PARTNERS (\$10,000)

- Ajax Paving Company
- Asphalt Pro Magazine
- Astec Industries, Inc.
- Ergon Asphalt & Emulsions, Inc.
- Granite Construction
- Heritage Construction & Materials
- Russell Standard Corporation
- Polyco
- Wiregrass Construction Company, Inc.

GOLD PARTNERS (\$7,500)

- Cargill
- Cenovus Energy & Asphalt
- Colas
- Gallagher Asphalt Corporation
- Ingevity Corporation
- NAPA
- Surface Tech

SILVER PARTNERS (\$5,000)

- Command Alkon Incorporated
- Delaware Valley Paving
- Haulhub Technologies
- Herman Grant Company
- Pacific Geosource
- Peckham Industries
- Phillips 66 Company
- Rabine Paving
- Silver Star Construction Company

BRONZE PARTNERS (\$2,500)

- Flint Hills Resources
- Lakeside Industries
- Missouri Petroleum Products Co

COPPER PARTNERS (\$500+)

- Asphalt Pavement Association of Indiana
- Connecticut Asphalt & Aggregate Producers Association
- Illinois Asphalt Pavement Association
- Texas Asphalt Pavement Association

1

MENTORSHIP PROGRAM

We increased participation in our mentorship program by **33%** over 2022! The new relationships formed during this process support both the mentors and the mentees and inspire women to further their careers and support each other.

2

CONVERSATIONS TO LEAD AND INSPIRE

We conducted **4** webinars highlighting exceptional women who have broken barriers and achieved success in the asphalt industry. Their stories provided valuable career insights and inspiration to over **900** people who either joined in person or listened to the recordings later.

3

BRANCHES UPDATES

The 2023 new branches include West Virginia, Mississippi, South Carolina, Louisiana, Ohio, and Canada! There are now **24** branches covering **30** states along with Canada. The branches held events focused on education, networking, and giving back to their local communities and charities. We have received interest from additional states and are looking forward to more pink on our official map.

4

EVENTS

Women of Asphalt was present at the National Pavement Expo, ConExpo-Con/Agg, and Highways USA and partnered virtually with several other organizations. Volunteers from around the US participated by assisting with the trade show booths, presentations, and activities associated with the events. The annual Board retreat was hosted by Texas Materials, a CRH Company in Dallas, with the Board attending a Texas branch event!

5

"23 IN 2023" CAMPAIGN

We highlighted **23** outstanding women who have made extraordinary contributions in the industry. These inspirational stories have been viewed by more than twelve hundred people. They also remain on our website under the media tab.

6

MEMBERSHIP

Membership increased **35%** over the prior year to a record number of more than **4,200** members!

7

NEWSLETTER

Our newly established quarterly newsletter increased visibility of the organization, included information on recent and upcoming events, highlighted branch activities, and promoted the work of the many volunteers focused on both supporting women currently in the industry and attracting more women to join.

8

JOB BOARD

The WofA job board continues to see significant activity. There were **99** postings with 83% new visitors accessing the job board. This is a free service to our members to that brings visibility to job openings with an eye on attracting women to apply.

OUR YOUTUBE CHANNEL HAS GROWN AND EXPANDED THROUGHOUT THE YEAR AS WE HAVE FOCUSED ON RELEASING CONTENT THAT PROVIDES CAREER EXPERTISE AND SUPPORT FOR WOMEN IN THE ASPHALT INDUSTRY.

2023 ACCOMPLISHMENTS

LETTER FROM WofA PRESIDENT

Hello WofA Members and Partners,

It has been an honor to serve as the President of Women of Asphalt this year. The Board works tirelessly with the mission of empowering women within the asphalt industry at the forefront of everything they do. Our efforts are organized through 4 pillars that are managed by members of the Board: Knowledge (education), Awareness (communication & partnerships), Community (mentoring and branches), and Governance (leadership and administration). Through the Board's work in these 4 areas, we grew our membership, increased our exposure at national events, shared inspiring stories of women, increased our participation in our mentorship program, and exposed more women to the opportunities available in the asphalt industry.

As we transition into 2024, the Board is focused on continuing to let our members and the amazing women in the industry share their stories. We have encouraged and experienced an increase in participation from our male allies and as a result, our theme for the coming year is "Stronger Together: Unite and Inspire". The theme will be a part of the first "Women of Asphalt Day" to be

held on March 27th in conjunction with The World of Asphalt. This event will include a great line-up of speakers and activities throughout the day and offers incredible networking opportunities along with access to The World of Asphalt trade show. Please visit www.WomenofAsphalt.org for more information.

The work we do would not be possible without our generous corporate partners. Membership and access to all our national programs are provided at no cost to our members allowing us to continue to increase our outreach and involvement with both women and the men who support them. To all our partners, we are incredibly grateful for both your continued financial contributions and for your encouragement.

Thank you again for your support and I'm hoping to see many of you in March!

Sheila Barkevich



WofA BOARD OF TRUSTEES



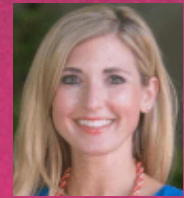
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ILLINOIS
INDIANA
IOWA

KENTUCKY
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MARYLAND
MICHIGAN
MINNESOTA/DAKOTA
MISSISSIPPI
MISSOURI
NEW ENGLAND

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OHIO
SOUTH CAROLINA
TEXAS
UTAH
VIRGINIA
WEST VIRGINIA
CANADA

