



The Asphalt Pavement Alliance is a partnership of the Asphalt Institute, National Asphalt Pavement Association, and the State Asphalt Pavement Associations.

## **MEDIA RELEASE**

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## **WofA HIGHLIGHTS OPPORTUNITIES FOR WOMEN IN THE ASPHALT INDUSTRY**

*Women of Asphalt Launches New Website, Podcast*

ORANGE PARK, Florida — The Women of Asphalt Council has been renamed as Women of Asphalt (WofA) and launched a newly redesigned website and its inaugural podcast. Both can be found at [www.womenofasphalt.org](http://www.womenofasphalt.org).

The website has been expanded to serve as a hub for WofA membership, including a wide range of relevant, useful information for women in the asphalt industry, information about upcoming WofA events, and opportunities to become a mentor.

The new WofA podcast, *Where We Belong*, is dedicated to highlighting women in the asphalt industry. The series focuses on discussions with women from across the country, discussing their experiences and available career paths within the asphalt industry. The hosts and guests will talk about how they started in the asphalt industry, non-traditional roles they've taken on, obstacles they've overcome, and how they're changing the face of the industry.

In the inaugural podcast, "Who We Are," founding WofA members Amy Miller, national director of the Asphalt Pavement Alliance, and Natasha Ozybko, regional sales manager at Road Science, a Division of ArrMaz, discuss in detail why WofA was started, its main purposes, and its goals.

Founding member Audrey Copeland, vice president for engineering, research, and technology at the National Asphalt Pavement Association, stated, "As with other sectors of the construction industry, fantastic opportunities for women exist in the asphalt industry. Women of Asphalt works to help women take full advantage of these opportunities so they can build long, rewarding careers."

Women of Asphalt is a national grassroots coalition started by women in the asphalt industry with the purpose of supporting career growth and development for women in all aspects of the industry. WofA encourages women to seek careers in the asphalt industry and provides mentoring, networking, education, and advocacy opportunities. The Asphalt Pavement Alliance provides technical and operational support to WofA.

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The Asphalt Pavement Alliance ([www.driveasphalt.org](http://www.driveasphalt.org)) is a partnership of the Asphalt Institute (AI), National Asphalt Pavement Association (NAPA) and the State Asphalt Pavement Associations. The Asphalt Pavement Alliance's mission is to establish asphalt as the preferred choice for quality, performance and the environment.

## WofA Highlights Opportunities for Women in the Asphalt Industry — continued

The Asphalt Institute ([www.asphaltinstitute.org](http://www.asphaltinstitute.org)) is the international trade association of petroleum asphalt producers, manufacturers and affiliated businesses. AI promotes the use, benefits and quality performance of petroleum asphalt, through engineering, research, marketing and educational activities.

The National Asphalt Pavement Association ([www.asphaltpavement.org](http://www.asphaltpavement.org)) represents the interests of U.S. asphalt producers/contractors before Congress, federal agencies, and other national trade and business organizations. NAPA supports an active research program designed to improve the quality of asphalt pavements and paving techniques used in the construction of roads, streets, highways, parking lots, airports, and environmental and recreational facilities.

The State Asphalt Pavement Associations ([www.asphaltpavement.org/sapas](http://www.asphaltpavement.org/sapas)) represent the interests of asphalt pavement producers and paving companies at the state and local level across the United States.