



Women of Asphalt

Women of Asphalt

Engineering, science, and construction have historically been male-dominated industries. Over the past few years, there has been an increase in the number of women moving into these fields, but not enough. According to U.S. Bureau of Labor Statistics, as of 2019, women, who make up 50.5% of the U.S.

population, make up only 10.3% of the construction workforce. By encouraging more women to join the industry and supporting those already in the industry, Women of Asphalt (WofA) is strategically and rigorously working toward having a positive impact on these numbers.

Board of Directors

Natasha Ozybko

President

Regional Sales Manager
Arkema-Road Science
Founding Member

Audrey Copeland, Ph.D., P.E.

Secretary

President & CEO
National Asphalt Pavement Association
Founding Member

Sheila Barkevich

Treasurer

Senior Vice President
Callanan Industries Inc., a CRH Co.

Janelle Barrientos

Asphalt Distribution Manager
Flint Hills Resources, LLC

Ashley Batson, J.D.

Executive Director
South Carolina Asphalt Pavement
Association
Founding Member

Kirsten Fowler, P.E.

Executive Director
Asphalt Pavement Association of Indiana

Amy Miller, P.E.

Past President

National Director
Asphalt Pavement Alliance
Founding Member

Debbie Novak

Sales Representative
Missouri Petroleum Products

Judy Pellicano

Former Vice President of Assets
Colas USA

Tracie Schlich

Director of Marketing and Membership
Asphalt Institute
Founding Member

Kari Shiflett

Director of Human Resources
Lakeside Industries



In 2017, a group of ladies had the idea of forming an association geared toward women in the asphalt industry. They believed there was an opportunity to assist these women in a variety of ways, including workforce development, education and overall encouragement and support. With that in mind, they formed Women of Asphalt, a coalition to lead and inspire women.



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.

Goals:

- To foster and promote mentoring and networking opportunities for women in asphalt
- 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

2020 Accomplishments:

- 1,000th member joined
- First Asphalt course in affiliation with US DOT (Women in Transportation Initiative) and University of Florida completed
- Featured by US DOT on TRB webinar
- Included in FHWA Women's Initiative Playbook on inclusion
- WofA Mentorship Program launched
- Launched WofA Job Board
- CONEXPO-CON/AGG 2020:
 - Honored guest at opening ceremony
 - Participated in unveiling of world's largest 3D-printed statue honoring women in construction
 - Hosted networking event
 - Sponsored three outreach sessions (Genders on the Jobsite Breakfast, Ask the Influencers Panel Discussion, Widening Your Workforce Executive Forum) in partnership with AEM and other women's associations
- Interviewed by Bloomberg
- Featured in TheBlueBook.com video
- 20 to Watch in 2020 Campaign highlighting female industry game changers
- Launched eight WofA State Branches
- Redesigned WofA website
- New Association Management System software implemented
- Released five Where We Belong podcasts and recognized as one of the construction industry's 10 podcasts you need to be listening to in 2020:
 - Sandy Draper, Director of Inside Sales and Operations at Wirtgen America
 - Dana Wuesthoff, VP of Exhibitions and Event Services at AEM
 - Kristina Swallow, Director of Nevada DOT
 - Christy Hall, SCDOT Secretary
 - Ellen Voie, President, CEO, and Founder of Women in Trucking Association
- WofA information presented at numerous national and regional events including:
 - NCAT orientation with new students
 - Rocky Mountain Asphalt Conference & Equipment Show
 - Missouri Asphalt Pavement Association Annual Conference and Meeting
 - SC APWA Diversity and Inclusion Workshop
 - NAPA Mid-year Meeting
 - Plantimix Asphalt Industry of Kentucky Summer Meeting
- On the cover of and featured in Asphalt Pavement magazine
- Featured in Arkansas Asphalt Pavement Association magazine
- First Diamond Partner – Wirtgen America

2021 Goals:

- Complete first year of the WofA Mentorship Program
- Develop and release six podcasts focused on women in the field
- Engage a continuum of a minimum of 30 companies on the WofA Job Board
- Launch at least four additional state branches
- Work with partners to increase outward awareness of asphalt industry opportunities and diversity through WofA engagement by increasing social media engagement, membership and WofA participation

In order to continue current efforts and strengthen the current programs at no cost to our members, your support is needed.



Partnership Level	Amount	Available
Diamond Partner	\$25,000	± (Purchased by Caterpillar)
Platinum Partner	\$10,000	Unlimited
Gold Partner	\$7,500	Unlimited
Silver Partner	\$5,000	Unlimited
Bronze Partner	\$2,500	Unlimited
Copper Partner (asphalt associates only)	\$500	Unlimited



Founded in 2017, Women of Asphalt (WofA), a 501(c)(6) organization, works to foster and promote mentoring and networking opportunities for women in all facets of the asphalt industry, to create professional development opportunities for women in asphalt through education and training, to advocate for women in the asphalt industry, and to encourage other women to join the asphalt industry. For more information about Women of Asphalt, visit www.womenofasphalt.org or email info@womenofasphalt.com.