



2021

WofA continued to focus on our mission to empower women in asphalt industry careers and this year aimed our attention at women in the field.

We met amazing women across the country who are making a difference in their communities and setting the example for women coming behind them proving the asphalt industry is **WHERE WE BELONG!**

2021 WAS A YEAR OF CONTINUED GROWTH FOR THE WOMEN OF ASPHALT ORGANIZATION

THANKS TO OUR PARTNERS

DIAMOND PARTNER (\$25,000)

- Caterpillar

PLATINUM PARTNERS (\$10,000)

- Astec Industries, Inc.
- Heritage Construction & Materials
- Russell Standard Corporation
- Wiregrass Construction Company, Inc.

GOLD PARTNERS (\$7,500)

- AJAX Paving Company
- Granite Construction Company
- Texas Asphalt Pavement Association

SILVER PARTNER (\$5,000)

- C.W. Roberts Contracting, Inc.
- Pacific GeoSource
- Ranger Construction Industries, Inc.

BRONZE PARTNERS (\$2,500)

- Capital Materials
- Flint Hills Resources, LLC
- Lakeside Industries
- Missouri Petroleum Products Co.

COPPER PARTNERS (\$500 Associations Only)

- Asphalt Pavement Association of Indiana
- Carolina Asphalt Pavement Association
- Florida Transportation Builders' Association, Inc.
- Illinois Asphalt Pavement Association
- Maryland Asphalt Association
- Mississippi Asphalt Pavement Association
- New Jersey Asphalt Pavement Association
- South Carolina Asphalt Pavement Association
- Tennessee Road Builders Association
- Virginia Asphalt Association
- Wisconsin Asphalt Pavement Association



WofA Facebook page reached **58,570 people**



4,817 people conducted a search on the WofA Job Board



Grew membership over 50% to **over 2,000 people**

WofA:

- 1 Implemented an inaugural WofA Mentorship Program** (increased participation by almost 30% for 2022 program)

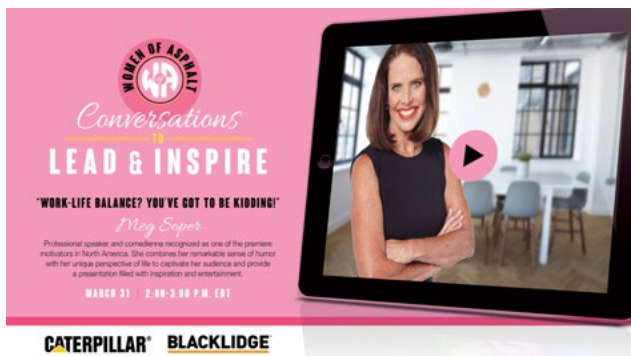


Participation in 31 states

- 2 Produced and released 4 inspiring Women in the Field: Women Who Build America's Roads videos** that have been viewed over 2,200 times



- 3 Conducted 2 free virtual Conversations to Lead & Inspire events**



Meg Soper - Work-Life Balance? You've Got to be Kidding!

- 4 Launched 4 more branches** for a total of 12



- 5 Released a Where We Belong podcast**



Candid Conversation with Women in the Field

- 6 Developed our strategic plan for the next 3 years** at the Minneapolis facility of our Diamond partner, Caterpillar



THE ROAD AHEAD

The WofA Board is very excited for 2022 as we welcome our first Administrative Director, Arpine Baghdasarian, in January. She brings a wealth of experience and will be instrumental in helping us reach the goals established in a 3-year strategic plan at the annual Board retreat in September.

We will:

- increase awareness of opportunities in the industry
- elevate knowledge through education and resources
- provide platforms to create supportive relationships and growth and
- lead a nationally respected and growing industry association.

We will be sharing our tactics to achieve these goals soon, including details of our participation at World of Asphalt in March. We will host our ever-popular booth event Tuesday afternoon and will provide two educational events – a roundtable event and a presentation by two amazing sisters who own an asphalt business. We can't wait to see you in person!

As 2021 ends, we sincerely thank all our partners who contribute to and support our organization. Many of our partners began supporting us four years ago when we were simply a name and a website. They believed in us, and our growth and impact would not have been possible without them. We look forward to continuing our partnerships and furthering our work together. We know the best is yet to come as together we #LeadandInspire!

The Women of Asphalt Board of Directors,



Amy Miller, Arpine Baghdasarian, Ashley K. Batson, Dawn, Kari Shiflett, Audrey Copeland, Janelle Barrientos, Kirsten Fowler, Tracie Schlich, Marquisha Williams

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