



Women of Asphalt
2233 Park Avenue, Suite 200U
Orange Park, FL 32073
Phone (904) 446-0758
womenofasphalt.org

Women of Asphalt Partnership Opportunities 2020

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.

Vision Statement

- We lead and inspire women 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

Board Members:

WOMEN OF ASPHALT Board of Directors



Natasha Ozybko
President
Sales Manager,
Arkema-Road Science



Audrey Copeland, PhD, PE
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National Asphalt Pavement
Association



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National Director,
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Kirsten Pauley, PE
Executive Director,
Asphalt Pavement
Association of IN



Tracie Schlich
Director of Marketing &
Membership,
Asphalt Institute



Ashley Batson, JD
Executive Director,
SC Asphalt Pavement
Association



Debbie Novak
Sales Representative,
Missouri Petroleum
Products



Judy Pellicano
Vice President of Assets,
Colas USA



Kari Shiffett
Director of Human
Resources,
Lakeside Industries

Mentoring, educating, advocating, and encouraging women to seek careers in the asphalt industry

National Working Groups:

Membership/Marketing – Ashley Batson

- Develop programs and initiatives to encourage enrollment in WofA

Programs – Kari Shiflett

- Workforce Development and recruiting women into the asphalt industry

Branches – Kirsten Pauley/Natasha Ozybko

- Creating opportunities to connect on a local level

Partnerships – Tracie Schlich/Debbie Novak

- Identify and recruit funding and champions for WofA

National Events – Judy Pellicano/Sheila Barkevich

- Planning and implementing events at national conferences/conventions

Communication – Janelle Barrientos/Amy Miller

- Selecting, writing, and publishing communication and social media content

Option 1: **\$25,000 Diamond Partner** (1 available; purchased by Wirtgen Group)

- Podcast feature
- Endorsement of partner at each inaugural state branch event
- Monthly mention on social media platforms
- Website advertisement
- Recognition and signage at all WofA events
- CONEXPO-CON/AGG/WOA booth signage (reciprocal)
- Full page advertisement in member-only directory
- 20 complimentary annual memberships

Option 2: **\$10,000 Platinum Partner** (Unlimited available)

- Endorsement of partner at each inaugural state branch event
- Monthly mention on social media platforms
- Website advertisement
- Recognition and signage at all WofA events
- CONEXPO-CON/AGG/WOA booth signage (reciprocal)
- Half-page advertisement in member-only directory
- 10 complimentary annual memberships

Option 3: **\$7,500 Gold Partner** (Unlimited available)

- Mention on social media platforms
- Website advertisement
- Recognition and signage at all WofA events
- CONEXPO-CON/AGG/WOA booth signage (reciprocal)
- 8 complimentary annual memberships

Option 4: **\$5,000 Silver Partner** (Unlimited available)

- Website mention and link
- Recognition at all WofA events
- 5 complimentary annual memberships

Option 5: **\$2,500 Friends of WofA** (Unlimited available)

- Website mention
- 2 complimentary annual memberships