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Welcome to WofA's Newsletter!



Organization Update

We are are thrilled to bring you the latest updates on WofA as we're already deep into the heart of summer! First and foremost, we are excited to announce that our 21st WofA Branch will be Louisiana and will be launching in August! This expansion represents another significant step in our efforts to empower and support women in the asphalt industry.

In addition to this exciting news, we have an important event on the horizon. We are delighted to inform you that we will have a session and booth at the Highways USA conference, which will take place on October 5 in Dallas, TX. This conference presents a fantastic opportunity for us

to connect with industry professionals, share knowledge, and showcase the work we are doing to promote gender diversity in the asphalt sector.

We are also working diligently on the development of our first national event, "Women of Asphalt Day," which will take place on March 27, 2024, in conjunction with the World of Asphalt. This conference aims to bring together professionals from the asphalt industry to celebrate the achievements of women and provide valuable insights and networking opportunities. We are eagerly preparing for this event, and we look forward to opening registration in October.

As we focus on these exciting endeavors, we want to express our gratitude for the ongoing support we have received. It is through the dedication and passion of members like you that we are able to drive positive change and promote gender diversity in the asphalt sector.



Conversations to Lead & Inspire

Unlocking Success with Terri Buser - Sales Representative, Aggregate Industries

Terri's wealth of experience and insights in the sales industry make her the perfect guide to help you unlock your true potential and drive success in your professional journey. In this engaging session, Terri shares invaluable strategies and techniques to enhance your leadership skills, ignite inspiration within your teams, and pave the way for remarkable achievements. [View recording now for free!>>](#)

Save the date for our upcoming webinars!

[WofA Conversations to Lead & Inspire: Insights from Industry Expert Audrey Copeland, President & CEO of NAPA](#)

August 17, 2-3:00 PM ET | [Register now for free!>>](#)

[WofA Conversations to Lead & Inspire: Generations of Strength, A Mother-Daughter Journey in the Asphalt Industry](#)

October 11, 2-3:00 PM ET | [Register now for free!>>](#)

[WofA Conversations to Lead & Inspire: A Trailblazing Career in Asphalt Technology and Advocacy, Rita B. Leahy, PhD](#)

November 8, 2-3:00 PM ET | [Register now for free!>>](#)



WofA at Highways USA

Get ready for an incredible experience at the upcoming Highways USA conference in Dallas. We're thrilled to announce that not only will we be hosting a session on October 5th to share valuable insights and empower women in the industry, but we will also have an exciting booth filled with giveaways! Don't miss the chance to connect with us, learn from industry leaders, and grab some fantastic freebies. Join us at Highways USA and be part of the movement towards a more inclusive and empowered asphalt community. See you there!

[More! >>](#)



WofA's "23 in 2023" Campaign

Join us in celebrating extraordinary women in the asphalt industry! Our "23 in 2023" campaign honors exceptional women who have made remarkable contributions to our field. We've received nominations from our members, resulting in a remarkable list of 23 women, each with inspiring stories of achievement and impact.

Discover the first six captivating stories featuring women from diverse backgrounds who have made significant strides in safety improvements, mentorship, and inspiring the next generation. Through these profiles, we aim to showcase their immense talent and accomplishments, while encouraging support for women in workplaces and communities.

Stay tuned for more inspiring stories as we continue to shine a spotlight on these outstanding women who shape the future of the asphalt industry. Together, we can empower and encourage women to thrive in this dynamic field!

[View Now!>>](#)

Featuring:

- Alicia Brooks, Construction Manager, KCI Technologies, Inc.
- Beth Conley, Sales Manager, Superior Asphalt Materials
- Stacey Diefenderfer, Senior Research Scientist, Virginia Transportation Research Council

- Faith Maronn, Estimator & Project Manager, A.L.C. Property Maintenance
- Missy Paulus, Asphalt Paving Manager II, City of Seattle
- Megan Yount, Pavement Materials Engineer Manager, Heritage Research Group.



WofA's Announces Two New Branches: Mississippi & Louisiana!

We are thrilled to share the news of our upcoming 21st Branch launch in Louisiana, which is set to follow the successful inauguration of our Mississippi Branch in May. Stay tuned for more updates as we expand our presence to serve the community in Louisiana and beyond! These expansions mark significant milestones in our mission to empower and support women in the asphalt sector. Join us as we celebrate these achievements and work together to create a more inclusive and diverse future for the asphalt community.

[Learn more and register for our Branches!>>](#)



Branch Highlight: Celebrating Outstanding WofA Scholarship Recipients at Plantmix Asphalt Industry of Kentucky's Event

[Check out these awesome snapshots](#) from [Plantmix Asphalt Industry of Kentucky's](#) June event, celebrating the achievements of outstanding WofA scholarship recipients!

A big shoutout to our incredible Kentucky Branch for their continuous support and dedication. Our Past President Amy Miller and our WofA Kentucky Branch Chair Nika Mathis truly inspired everyone as they addressed the crowd and presented the well-deserved awards.

We extend our heartfelt congratulations to all the scholarship recipients, and we are confident that they will make a significant impact in the asphalt industry.

[**Not a member of a Branch? Join for free today or inquire about starting one in your State!**](#)

[**Check out upcoming WofA Branch events near you!**](#)



WofA in the News!

National Asphalt Pavement Association's *Asphalt Pavement* Magazine's latest issue celebrates the remarkable achievements of women in the asphalt industry.

The special article feature titled "Women of Asphalt: 23 in 2023" showcases some of our outstanding women who are breaking barriers and inspiring future generations in the field. [Read the inspiring stories](#) of these trailblazing women!

[Discover the insights and experiences](#) of our WofA President Sheila Barkevich as she paves the way for success!

[A special section](#) dedicated to our West Virginia Branch highlights the remarkable efforts of Senator Shelley Moore Capito and industry professionals who gathered to empower and support women in the asphalt industry. Discover the event's highlights and the commitment of influential leaders.

[Learn more](#) about our empowering session at CONEXPO 2023 on "Women in the Workforce: Recruit, Retain, and Promote."

Join us in celebrating these exceptional women who are shaping the future of asphalt!



[Pave It Black Podcast>>](#)

We're thrilled to share the season 6 finale episode of National Asphalt Pavement Association's *Pave It Black*

podcast, where they chat with our very own WofA
President Sheila Barkevich!

[Tune in to listen now>>](#)



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