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Welcome to WofA's Newsletter!



Organization Update

We are excited to update you on the latest WofA happenings! First and foremost, our Board is working hard to develop our first national conference in March 2024 co-located at World of Asphalt called "Women of Asphalt Day". We can't wait to gather together and celebrate the achievements of women in the asphalt industry.

We also just wrapped up an amazing time at CONEXPO-CON/AGG in Las Vegas! We had the opportunity to connect with many of you and showcase our latest membership benefits. Thank you to everyone who stopped by our booth!

Next, we are thrilled to announce our "23 in 2023" campaign highlighting 23 incredible women who have been nominated by their peers for their extraordinary contribution to the asphalt industry. We believe in recognizing and celebrating the accomplishments of women in our field, and we look forward to sharing their stories with you.

Lastly, our Branches across the country are working hard to plan their spring and summer events. Stay tuned for updates on what they have in store! We look forward to staying connected and empowering women in the asphalt industry.



Save the Date: Women of Asphalt Day March 2024!

We are excited to announce our first-ever WofA national conference "Women of Asphalt Day," taking place in March 2024 in Nashville, Tennessee. Co-located with the World of Asphalt, this conference is set to be a landmark event in the asphalt industry, bringing together women from all corners of the country to learn, network, and grow.

WofA Day will feature informative sessions on topics relevant to women in the industry, including leadership, professional development, and industry trends. Attendees will have the opportunity to connect with



peers, mentors, and industry leaders, while exploring the latest products and services in the expo hall.

Mark your calendars and plan to join us for this exciting event. We can't wait to see you in Nashville in March 2024! Stay tuned for more details on the conference, including registration information and speaker announcements.



Highlights Video from CONEXPO- CON/AGG 2023

As an industry, it is crucial that we prioritize diversity and inclusion in order to ensure our long-term sustainability. During our session at CONEXPO, our panel of industry leaders delved into how management is working to support the recruitment, retention, and advancement of women in the asphalt industry. The panel highlighted the importance of attracting qualified women and addressed the specific needs of women within the industry to help them thrive.

If you missed the session, you can still watch the highlights! We invite you to join us in our efforts to create a more diverse and inclusive asphalt industry. Together, we can work towards building a culture that supports and uplifts all members of our community!

[View Now! >>](#)



WofA's "23 in 2023" Campaign

WofA is dedicated to empowering women in the asphalt industry, and our "23 in 2023" campaign is one of the many ways we are working towards that goal.

We asked our members to nominate women who have made extraordinary contributions to the industry, and the result is a list of 23 exceptional women who will be highlighted throughout the course of 2023. These women come from diverse backgrounds and have made significant impacts in the field, from improving safety to mentoring and inspiring the next generation of women in the industry.

Throughout the year, we will be sharing the stories of these outstanding women on our WofA platforms. Through these profiles, we hope to showcase the breadth and depth of talent among women in the industry and inspire others to support and uplift women in their own workplaces and communities.

[Learn More>>](#)



WofA's Mentorship Program: Participant Testimonials

We're excited to announce that our Mentorship Program for 2023 is off to a great start! Our mentees and mentors have already started building strong relationships that will last beyond the program's duration. We're honored to

receive recognition from industry publications like [AsphaltPro Magazine](#), where [Sandy Lender](#) wrote an [article](#) highlighting the impact of our program. Lender not only details the program but also includes testimonials from real participants who have benefited from our mentorship opportunities. These testimonials illustrate the program's effectiveness and showcase how it has positively impacted the careers and lives of women in the asphalt industry.

[Check out WofA's Mentorship Program Overview Video>>](#)



Branch Highlight: WofA West Virginia Kick-Off Event Celebrates Empowerment and Infrastructure

WofA's West Virginia Branch was thrilled to host their kick-off event on April 5 at the Charleston Coliseum & Convention Center, which featured Senator Shelly Moore Capito as the keynote speaker. The launch of the Branch by Chairwoman Therese Mizer, Project Manager/Branch Manager at Mid Atlantic Maintenance Corp, and Co-Chairwomen Megan Temple, Project Estimator at Shelly and Sands, Inc., is a significant milestone for WofA and the industry as a whole.

Capito expressed her commitment to supporting the infrastructure and transportation industry in West Virginia, stating, "The quality of our roads and infrastructure in West Virginia will always be something I prioritize through my work in the Senate. It was great to speak directly with so

many women involved in our transportation industry at WofA West Virginia's first meeting."

[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!



[Roads & Bridges Magazine>>](#)

WofA was recently featured in *Roads & Bridges Magazine*. The article highlighted the important work that we are doing to empower women with careers in the asphalt industry and



[WV On the DOT Podcast>>](#)

WofA's West Virginia Branch was recently featured on West Virginia Department of Transportation's On The DOT Podcast highlighting their



[Missouri Asphalt Pavement Association's Asphalt Talk Podcast>>](#)

WofA Board member, Debbie Novak, Chairwoman of WofA's Missouri Branch, has been featured on the Asphalt Talk



[Blacktop Banter Podcast>>](#)

View our Board member, Victoria Taffet, on Blacktop Banter's Podcast! Victoria talks about what our organization represents in the asphalt industry!

increase diversity
in the
workforce.

kick-off event.
Listen now!

Podcast! Debbie
talks about the
mission and
goals of WofA
and shares how
to get involved
with our
Mentorship
Program.



Thank you to our 2023 WofA Partners!

We would like to extend a heartfelt thank you to all of our WofA partners in 2023 for their invaluable support in our mission to empower women in the asphalt industry. We truly appreciate your dedication and commitment. For those who are interested in becoming a partner, we still have opportunities available to support our organization and help us achieve our goal of expanding opportunities for women in the asphalt industry. We are excited to offer partnership opportunities for 2023 and beyond, and we would be honored to have your support. Together, we can create a more diverse and inclusive industry that leads and inspires all members of our community!

[2023 Partnership Levels>>](#)



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