

2022



# LEAD & INSPIRE

WOMEN OF ASPHALT CONTINUED TO FOCUS ON OUR MISSION TO EMPOWER WOMEN IN ASPHALT INDUSTRY CAREERS AND THIS YEAR AIMED OUR ATTENTION ON WORKFORCE DEVELOPMENT. WE CONTINUED THE CONVERSATION AROUND DIVERSITY, EQUITY, & INCLUSION AND MET AMAZING WOMEN ACROSS THE COUNTRY WHO ARE MAKING A DIFFERENCE IN THEIR COMMUNITIES.



# 2022 WAS A YEAR OF CONTINUED GROWTH FOR THE WOMEN OF ASPHALT ORGANIZATION

## THANKS TO OUR PARTNERS

### DIAMOND PARTNER (\$25,000)

- Caterpillar
- CRH
- Heritage Construction & Materials

### PLATINUM PARTNERS (\$10,000)

- Ajax Paving Company
- Astec Industries, Inc.
- Ergon Asphalt & Emulsions, Inc.
- Russell Standard Corporation
- Polyco
- Wiregrass Construction Company, Inc.

### GOLD PARTNERS (\$7,500)

- Cargill
- Gallagher Asphalt Corporation
- Ingevity Corporation
- NAPA
- Surface Tech

### SILVER PARTNER (\$5,000)

- AsphaltPro
- Brothers National
- Colas
- Command Alkon Incorporated
- Herman Grant Company
- Peckham Industries
- Silver Star Construction Company

### BRONZE PARTNERS (\$2,500)

- Flint Hills Resources
- Lakeside Industries
- Missouri Petroleum Products Co
- Phillips 66 Company
- Pacific GeoSource

### COPPER PARTNERS (\$500 Associations Only)

- Asphalt Pavement Association of Indiana
- Asphalt Pavement Association of Michigan
- California Asphalt Pavement Association
- Colorado Asphalt Pavement Association
- Connecticut Asphalt & Aggregate Producers Association
- Illinois Asphalt Pavement Association
- LiUNA Local 1112
- LIUNA – the Laborers' International Union of North America
- Maryland Asphalt Association, Inc.
- New Jersey Asphalt Pavement Association
- New York Construction Materials Association
- Plantmix Asphalt Industry of Kentucky
- Texas Asphalt Pavement Association
- Utah Asphalt Pavement Association
- Wisconsin Asphalt Pavement Association



# 2022 ACCOMPLISHMENTS

1

**117 members** joined our 2022 Mentorship Program



4

Released our **15th Where We Belong** podcast



2

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



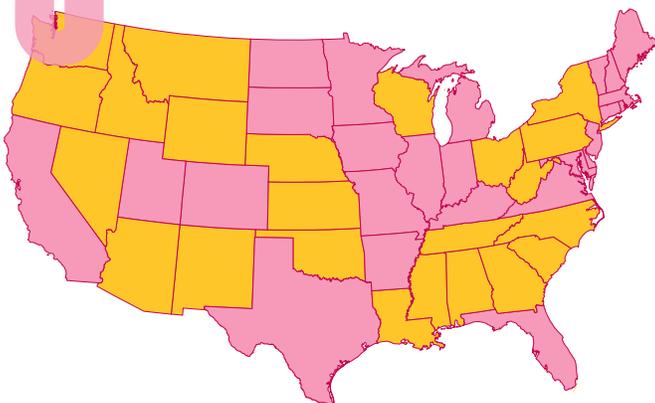
5

Hosted **two sessions and a mixer** at World of Asphalt 2022



3

Launched **6 more branches** for a total of 18 WofA Branches, covering 24 states across the U.S.



6

Engaged almost **3,000 members**



# LETTER FROM WofA PRESIDENT

Hello WofA Partners,

Happy 5th Anniversary to WofA!

Our National and now 18 state Branch leadership alike have been working tirelessly to spread our mission: empowering women in asphalt industry careers.

Here are some of this year's highlights:

We started 2022 by revisiting the Strategic Plan and setting 2022 goals. We opened this year with several focus areas as we promote community and allyship: Knowledge, Community, Awareness, and Governance.

In our Knowledge area, we hosted three webinars in our "Conversations to Lead and Inspire" series. The webinars focused on mental health, psychological health and safety, and DEI. We also participated at World of Asphalt 2022. Along with having a booth, we hosted two educational events offering dynamic discussions on business, diversity, and employee recruitment and retention.

In the Community goal area, WofA added six new state branches, created a virtual opportunity for women across the country to come together, and continued to improve and support the Mentorship Program. The 2022 Mentorship Program had 58 matches, with a total of 117 participants in the program.

In the Awareness area, we continued to promote workforce development, collaborate with public and private entities to promote association and workforce needs, and continued to promote the organization to all who work in the asphalt industry. We have now gathered international attention with global engagements including speaking at the Eurasphalt & Eurobitume Congress in Vienna, Austria, and media coverage in France's *Politique Internationale*. Collectively, our Board members promoted WofA at over 25 speaking engagements in the U.S. and Europe. Additionally, we are in the exploration of a WofA branch in Canada.

In the Governance area, we hired an Administrative Director, Arpine Baghdasarian, who continues to help us plan, develop, and implement WofA's programs, marketing strategies and communications.

As we look ahead in 2023, WofA is teaming up with The National Pavement Expo in Charlotte, NC, on January 26, and CONEXPO-CON/AGG in Las Vegas, NV, on March 17, to host our panel session: "Women in the Workforce: Recruit, Retain, and Promote". We are very excited for our great line-up of panel speakers addressing the importance of attracting qualified women and addressing the needs of women to keep them in the industry, while developing a culture of inclusivity.

As a volunteer-led organization driven by diverse women, we cannot emphasize enough how appreciative we are of our partners and members. We are not capable of making a significant impact in our community without the support of partners like you. Thank you for the generosity of your resources that drives our organization forward.

I am proud to be serving this community in 2023, and I look forward to seeing you at WofA's upcoming events.

Sincerely,

**Sheila Barkevich**

# WofA BOARD OF TRUSTEES



**SHEILA BARKEVICH**

President

*CRH, American Division*



**AMY MILLER, PE, MBA**

Past President

*Asphalt Pavement Alliance*



**AUDREY COPELAND, PHD, PE**

Secretary

*National Asphalt Pavement Association*



**ASHLEY BATSON, JD**

Treasurer

*Ingevity*



**BETH DUFFUS**

*Granite Construction Company*



**KIRSTEN FOWLER, PE**

*Indiana Asphalt Pavement Association*



**MICHELLE M. MILLER, PE**

*Michigan Department of Transportation*



**DEBBIE NOVAK**

*Missouri Petroleum Company, LLC*



**RACHEL QUAM**

*Caterpillar Inc.*



**VICTORIA TAFFET**

*Colas US*



**MARQUISHA WILLIAMS**

*Milestone Contractors LP*



**ARPINE BAGHDASARIAN**

WofA Administrative Director

# HIGHLIGHTS FROM A FEW OF WofA'S BRANCHES

In 2022, WofA grew to 18 Branches, covering 24 states, across the U.S. with more in development! WofA's Branches help promote workforce development, collaborate with public and private entities to promote association and workforce needs, identify and encourage workforce development programs that encourage entry into the industry, and continue to promote the organization to all who work in the asphalt industry.

**Collectively, WofA's Branches had representation at over 75 events in 2022!** Check out highlights from some of our Branches!

## ARKANSAS

WofA's Arkansas Branch had a successful start as a new Branch in 2022! They kicked off the Branch with several events including a new member mixer at a local restaurant and a luncheon with guest speaker, Dr. Stacy Williams, Research Professor for the College of Engineering at the University of Arkansas. Additionally, they participated in the National Association of Women in Construction – Greater Little Rock Chapter's bowling tournament, manned a drink table at the Arkansas Asphalt and Pavers Association Young Leaders' BBQ Competition, provided an asphalt plant tour and lunch at Rogers Group, and co-hosted a happy hour with the Associated General Contractors of Arkansas. The Branch had a busy first six months recruiting over 70 members and garnering 13 partners!

## COLORADO

2022 was a big year for Colorado with members hosting or attending a total of 24 events! The Branch's Training Academy officially launched with quarterly trainings being offered. The Academy was successful on many levels and members are looking forward to its continued growth of programs in 2023. Their Second Annual Golf Tournament was sold out and raised about \$14,000 to continue to support the Training Academy and scholarships. Branch members enjoyed being a part of the Rocky Mountain Asphalt Conference and Equipment Show in February and Transportation Girl in September. In addition, the Branch attracted participation at its monthly mixers with topics ranging from wine bottling, to learning about body language, to running equipment, to playing Bingo virtually!

## KENTUCKY

WofA Kentucky Branch's highlight of 2022 was its Branch Scholarship Program. The program was developed to exemplify the mission and values of Women of Asphalt by supporting women in the industry through scholarships. In its first year of the Program, the Branch awarded a total of \$3,000 among three winners. Each winner and their families were invited to attend the Plantmix Asphalt Industry of Kentucky's summer meeting business session, where they were recognized for their accomplishments. Branch members look forward to the growth and opportunities of their Scholarship Program in 2023!

## MICHIGAN

WofA Michigan had many successes in 2022. Behind the scenes, leadership held monthly meetings, started a newsletter, met the increased membership goal, and were able to host multiple in-person events! In February, the Branch had a booth at the Asphalt Pavement Association of Michigan's (APAM) annual conference. In March, the Branch was also represented at the County Road Association of Michigan's annual event. In April, the Branch hosted three regional networking events that were well attended in Southwest Michigan, Southeast Michigan, and the Northern-Lower Peninsula. In September, the Branch had its largest event at the Michigan International Speedway. The event included refreshments, pace car rides and an educational track tour from the company that paved it. These well attended events were made possible thanks to generous partners, continuous support from the APAM, volunteers, leaders, and supportive industry leaders and cohorts.

## VIRGINIA

WofA Virginia garnered member interest and support by hosting regional reception events across Virginia. These receptions offered great networking to help grow the Branch and continue expanding its reach throughout the State. The Branch also started a Member Spotlight series in September that features two of its Branch members each month on Facebook, LinkedIn, and the Virginia Asphalt Association app. Branch members participated in the 12th Annual "Pumpkins for Kids" community outreach project in October supporting the Children's Hospital of Richmond at Virginia Commonwealth University. Members are excited to start working on the planning stages for a large event in 2023: a women's summit that will bring together women from the field all the way up to management in an educational and fun setting!