Women of Asphalt
WE LEAD AND INSPIRE WOMEN IN THE ASPHALT INDUSTRY

Natasha Ozybko
Arkema-Road Science

Debbie Novak
Missouri Petroleum
Our Focus

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 networking and mentoring opportunities for women in the asphalt industry
• 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
WofA Timeline

June 2017
Discussion
After initial discussion with founding board members, the group began working on a website and formation.

March 2018
World of Asphalt
First event meant to test industry for interest level and included a mixer and a roundtable event. A very successful event ignited the group to push forward.

Aug 2018
Incorporated
The group become incorporated and dropped the original “council” at the end of WofA, revamped the website, and expanded to org.

Feb 2019
World of Asphalt
As the group prepared for the event, hosted an extremely successful social media campaign, “100 Women of Asphalt Countdown.”

July 2019
Strategic Plan
Completed a full strategic plan to rollout new branches, establish structure including national committees to meet goals and accomplish mission statement.
WOMEN OF ASPHALT Board of Directors

Amy Miller, PE
President
National Director, Asphalt Pavement Alliance

Audrey Copeland, PhD, PE
Secretary
President, National Asphalt Pavement Association

Natasha Ozybko
Treasurer
Sales Manager, Arkema-Road Science

Sheila Barkevich
Vice President, Callanan Industries, Inc

Ashley Batson, JD
Executive Director, SC Asphalt Pavement Association

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

Tracie Schlich
PE
Director of Marketing & Membership, Asphalt Institute

Janelle Barrientos
Asphalt Distribution Manager, Flint Hills Resources

Debbie Novak
Sales Representative, Missouri Petroleum Products

Judy Pellicano
Vice President of Assets, Colas USA

Kari Shiflett
Director of Human Resources, Lakeside Industries
Overview

**NOW**
- Completing Working Groups
  - Women volunteers from around the US
- Secure funding/partnerships with key companies

**November 1**
- Announce the first 5 WofA branches

**March 2020**
- ConExpo-Con/Agg

**Spring 2020**
- Announce next 5 WofA branches
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 Barkovich
- Planning and implementing events at national conferences/conventions

**Communication** – Janelle Barrientos/Amy Miller
- Selecting, writing, and publishing communication and social media content
<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
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<tbody>
<tr>
<td>Lindsey</td>
<td>Northeast Paving</td>
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<td>Sybil</td>
<td>Construction Materials Testing</td>
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<td>Nikki</td>
<td>Austin, Tsutsumi &amp; Associates, Inc</td>
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<td>Tracie</td>
<td>United Paving Co.</td>
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<td>Paula</td>
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<tr>
<td>Holly</td>
<td>KPI-JCI and Astec Mobile Screens</td>
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<td>Ashley</td>
<td>SC Asphalt Pavement Association</td>
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<td>Lisa</td>
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<td>Andrea</td>
<td>Brannan Sand &amp; Gravel</td>
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<td>Elizabeth</td>
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<td>Robin</td>
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<td>Heather</td>
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<td>Cassy</td>
<td>Kentucky Transportation Cabinet</td>
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<td>Kim</td>
<td>The Gorman Group</td>
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<td>Stormy</td>
<td>Marathon Petroleum Company</td>
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<td>Kristina</td>
<td>Owens Corning</td>
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<td>Victoria</td>
<td>Ingevity</td>
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<td>Debbie</td>
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<tr>
<td>Jaime</td>
<td>Barrett Industries (subsidiary of Co)</td>
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<td>Tina</td>
<td>Rosel</td>
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<td>Jean</td>
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<td>Tabatha</td>
<td>Flynn Brothers Contracting, Inc.</td>
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<td>Kim</td>
<td>Palmetto Corp of Conway</td>
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<td>Victoria</td>
<td>Ingevity</td>
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Sponsorship Opportunities for 2020

• 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
• Complimentary annual memberships

Diamond – 1 available
Platinum
Gold
Silver
Friend
National Initiatives
Where We Belong Podcast Series
Women on Wednesday
Asphalt Industry Internship Program

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Women in Transportation Initiative (WITI) is an academic-credit-bearing, multi-semester internship experience for female engineering students enrolled in degree-seeking programs at colleges and universities. WITI internship participation entails weekly rotations at multiple locations, as well as off-campus locations, and may consist of internships with service providers, participation in high-level decision-making committees, and engagement in meaningful experiential learning activities designed to develop operational knowledge and technical skills to increase the competency of industry knowledge.

The first-year WITI student will prepare a 15-minute high-quality oral presentation detailing their work related to transportation infrastructure.
How to get Involved

Become a member - www.womenofasphalt.org
Be a mentor or be mentored
Convene with your state asphalt pavement association for a future state branch
Follow our podcast
Sponsorship
Purchase WofA merchandise
Follow us on social media
Contact us: info@womenofasphalt.com
Thank You!