



womenofasphalt.org

History



womenofasphalt.org

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BOARD OF DIRECTORS



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Mission: Empowering Women in Asphalt Careers

Women of Asphalt – Why we exist!

AWARENESS -

Increasing awareness of opportunities in the industry.

KNOWLEDGE -

Elevating knowledge through education and resources.

COMMUNITY -

Providing platforms to create supportive relationships and growth.

Empowering women in asphalt industry careers



National Initiatives

Podcasts



WHERE WE BELONG



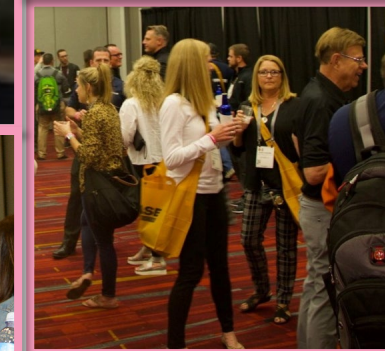
Listen to our podcast on **Soundcloud**, **Google** and **Apple Podcasts**.

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National Initiatives

National Events



A Tale of Two Sisters



Luis Sisters

Owners of M Luis Construction

Roundtable on Increasing Diversity Participants



Luiza Barros
Texas Materials



Marilyn Grabowski
Atlantic Infra



Rachel Quam
Caterpillar



Jorge Quezada
Granite Construction



Marquisha Williams
The Heritage Group



Schedule:

Tuesday, March 29:

8:00-9:30 a.m.

A Tale of Two Sisters

2:00-3:30 p.m.

Roundtable on Increasing Diversity


4:00-5:00 p.m.

Booth L-1010 Mixer



National Initiatives

Promotion of Women



TO WATCH IN 2020 WOMEN OF ASPHALT

Her Buzz Phrase: *Know What You're Talking About*

"I've had to know what I was talking about right off the bat – more so than my male counterparts before me. Most of the guys could go in knowing shipping weight, operating weight, and horsepower of the machine. The woman who covered my same dealers a few years ago – she had to know exactly how much hydraulic fluid fuel the machine needed and other information that customers wouldn't normally ask her male counterparts about."

Susan Green
Paving Territory Manager
Caterpillar
Oswego, IL



WOMEN IN THE FIELD

THE WOMEN WHO BUILD AMERICA'S ROADS

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BLACKLIDGE



Wendy Bloedow
Paver Operator
Rock Road, Madison, WI



National Initiatives

“Conversations to Lead & Inspire”



The event poster features a pink background. At the top left is the Women of Asphalt logo. The main title 'Conversations TO LEAD & INSPIRE' is centered, with 'TO' in a smaller font between two horizontal lines. Below the title is the quote '“WORK-LIFE BALANCE? YOU’VE GOT TO BE KIDDING!”' and the name 'Meg Soper' in a cursive font. A paragraph of text describes her as a professional speaker and comedienne. At the bottom, the date and time 'MARCH 31 | 2:00-3:00 P.M. EDT' are listed. On the right side, a tablet displays a video of Meg Soper with her arms crossed, and a play button icon is overlaid on the video.

WOMEN OF ASPHALT
LEAD & INSPIRE

Conversations
TO
LEAD & INSPIRE

“WORK-LIFE BALANCE? YOU’VE GOT TO BE KIDDING!”

Meg Soper

Professional speaker and comedienne recognized as one of the premiere motivators in North America. She combines her remarkable sense of humor with her unique perspective of life to captivate her audience and provide a presentation filled with inspiration and entertainment.

MARCH 31 | 2:00-3:00 P.M. EDT

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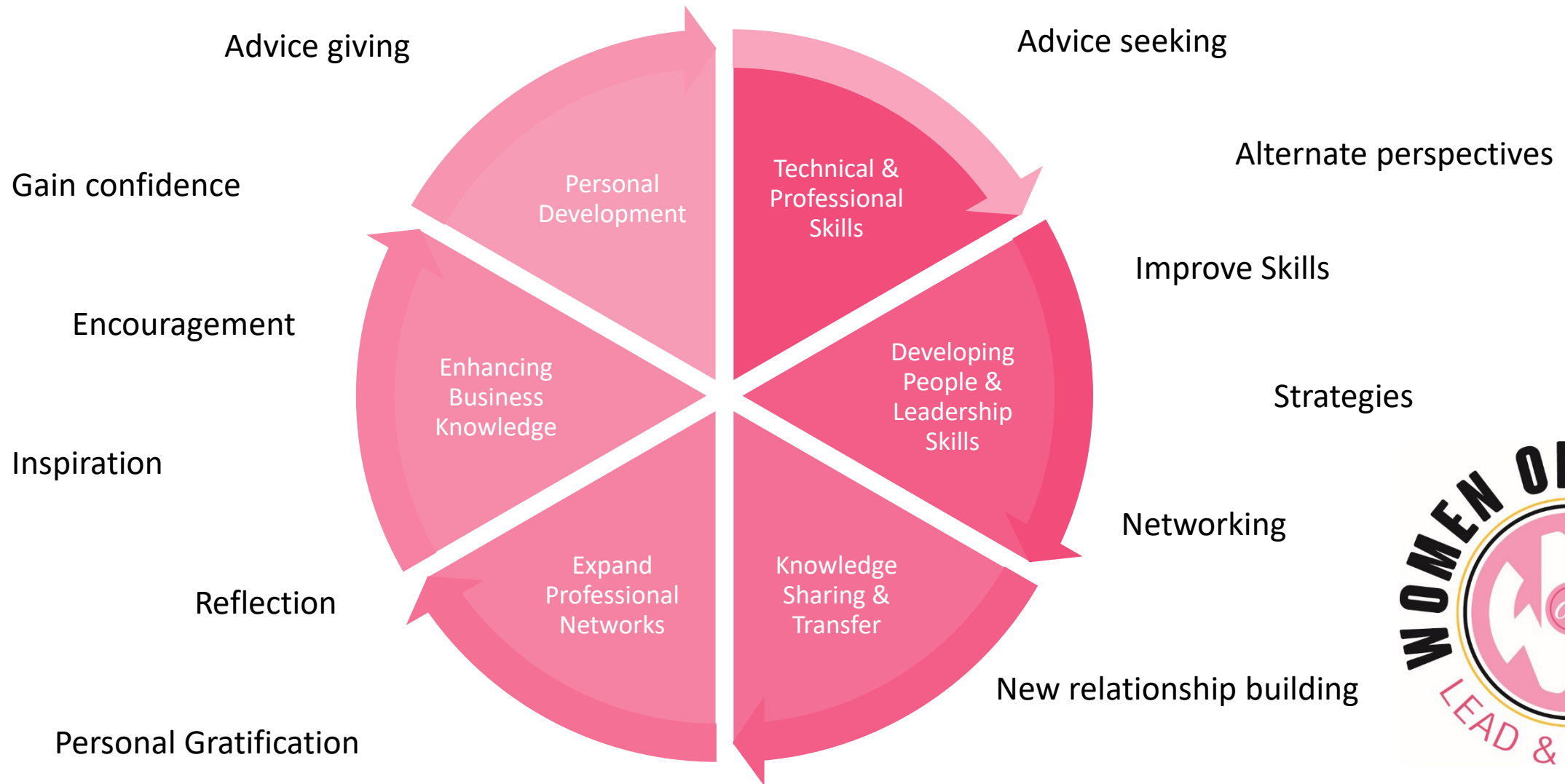
National Initiatives

Connecting Women

**2021 Mentorship Program
Participation in 33 of 50 States**



Benefits of Mentoring



National Initiatives

Promoting Workforce Opportunities



WofA Job Board Opportunity

Women comprise less than 10% of the construction workforce and we know there are many talented women who would make great employees if they knew of the opportunities, and particularly if they felt a company would be supportive of them. Sharing jobs in your organization on the WofA Job Board endorses your desire for talent and diversity.

Bringing more women into the industry is a prime part of WofA's mission, so we are offering the WofA Job Board at **NO COST** to you!



State Branches



- Colorado
- Florida
- Illinois
- Indiana
- Kentucky
- Maryland
- Michigan
- Minnesota/Dakota
- Missouri
- Texas
- Utah
- Virginia



2022 Goals



We will:

- Increase awareness of opportunities in the industry
- Elevate knowledge through education and resources
- Provide platforms to create supportive relationships and growth and
- Lead a nationally respected and growing industry association.

womenofasphalt.org

2022 Partners

Thanks to ALL our partners, but especially our 2022 Diamond Partner:

CATERPILLAR[®]





Our 2022 Partners

Diamond Partner (\$25,000)

- Caterpillar

Platinum Partner (\$10,000)

- Ajax Paving
- Ergon Asphalt & Emulsions
- US Polyco

Gold Partner (\$7,500)

- Gallagher Asphalt Corporation
- Ingevity
- Surface Tech

Silver Partner (\$5,000)

- Command Alkon
- Herman Grant Company
- Silver Star Construction

Bronze Partner (\$2,500)

- Flint Hills Resources
- Lakeside Industries
- Pacific GeoSource

Copper Partner

- LiUNA – Indiana Laborers Educational & Social Fund and Local 1112

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Thank you!

Janelle.Barrientos@fhr.com



Women of Asphalt