



April 2024 Newsletter



Organization Update

We are excited to bring you the latest events and updates for Women of Asphalt (WofA) as we head into the spring and summer!

This past March, we celebrated a landmark event in the history of WofA—the first annual Women of Asphalt Day at the World of Asphalt. This event was a resounding success, selling out completely. The attendees participated in a full day of engaging presentations, interactive sessions, and networking opportunities. It was truly inspiring to see so many members come together, demonstrating the strength and commitment to women in the asphalt industry.

We are excited to announce a significant addition to our team—Keri Dumont joins us as the new Administrative Director of Women of Asphalt. Keri brings a wealth of experience and a fresh perspective that will be instrumental in steering our initiatives towards greater success and outreach. We are confident that her leadership will bring dynamic changes to WofA, helping to enhance our programs and expand our impact.

As we welcome new faces, we also bid farewell to one of our original pillars. Michelle Kirk, who has been with WofA since our inception, is retiring. Michelle's contributions have been invaluable, and her passion and dedication have helped shape WofA into what it is today. While we will greatly miss her

presence and contributions, we are excited for her as she moves on to new adventures. We thank Michelle for her years of dedicated service and wish her all the best in her future endeavors.

These are exciting times for Women of Asphalt, and there are many more initiatives on the horizon that we can't wait to share with you. As we continue to grow and evolve, we remain committed to our mission of supporting and growing the number of women in the asphalt industry. Stay tuned for more updates, and thank you for your continued support and enthusiasm.



Women of Asphalt Day

March 27, 2024 Women of Asphalt celebrated a groundbreaking achievement during World of Asphalt with our very first Women of Asphalt Day. The event sold out and proved to be a popular and inspiring gathering for women in the asphalt industry, marking it as a day of celebration, learning, and networking.

The day started with the Branch Leadership Event, where branch leaders came together. This session provided a platform for leaders to network, exchange ideas, and discuss new strategies for growth and success within their branches.

One of the day's highlights was the exhibit hall scavenger hunt. This interactive activity allowed participants to learn more about our Women of Asphalt Partners while engaging in a fun and competitive challenge. Congratulations to Jamie Greenway from Texas





Materials, who emerged victorious and claimed a \$50 Amazon gift card.

Sheila Barkevich, President of Women of Asphalt, and Audrey Copeland, President of the National Asphalt Pavement Association, provided updates from both the Board and the broader industry. Their presentations were not only rich with insights and deep industry knowledge but also pivotal in enhancing the dialogue throughout the day. Their presentations promoted the core values and aspirations that Women of Asphalt strives to foster among its members.

In addition to the updates, Women of Asphalt was excited to announce two scholarships for paving operations training in conjunction with Caterpillar, Inc. These scholarships will cover the weeklong course, plus travel expenses, and valued over \$6000 each. Details on how to apply for these scholarships will be communicated later this summer. Stay tuned for this fantastic opportunity to advance your skills and knowledge in the paving industry!

Dr. Victoria Hoyt, Ph.D., delivered an inspiring keynote on "Authentic Leadership for Women in Manufacturing and Construction," highlighting the importance of genuine leadership roles for women in these traditionally male-dominated fields. Breakout sessions, led by experts including Todd Mansell, Caterpillar, Inc, Jacqueline Vaughan, Dale Carnegie, and Greg Renegar, Astec offered deep dives into technical and leadership skills, focusing on essential topics like the paving process and effective communication.

The inaugural Women of Asphalt Day was a testament to the strength and potential of women in the asphalt industry. As we reflect on the successes and lessons of this event, we are filled with anticipation for what the future holds. We look forward to growing this event in the years to come, continually fostering an environment where women can thrive and lead.



Women of Asphalt at 2024 World of Asphalt

WofA returned to the World of Asphalt this year, featuring our booth and the exciting Women of Asphalt mixer. A big thank you to all our amazing volunteers who helped operate the booth and engaged so warmly with the conference attendees. We connected with numerous visitors, spreading awareness about our mission, and handing out WofA shirts, which were a big hit! Your participation and support continue to drive the



success of our organization, and we're grateful for every moment shared and connection made at this event!



Conversations to Lead & Inspire Marquisha Williams

In our latest *Conversations to Lead & Inspire* series, we were thrilled to host Marquisha Williams, a prominent figure in the asphalt industry and the current EEO Officer/HR Area Partner at Milestone Contractors. This session provided an invaluable platform for insights into overcoming adversity, self-advocating, and being resilient in a traditionally male-dominated asphalt industry.

Marquisha shared her inspiring journey, starting as a laborer and progressing through various levels of the industry, highlighting her recent promotion and her dedication supporting others while being a high-level performer.

This session not only highlighted Marquisha's remarkable career and leadership qualities but also served as a source of inspiration for women aiming to make their mark in the asphalt industry.

If you missed this excellent conversation, you can view it [here](#).

The next session of *Conversations to Lead and Inspire* will be held on July 17th and feature Nile Elam, Vice president of Government Affairs at NAPA.



Branch Update: South Carolina

The South Carolina branch recognized a need to better support women in the field who may not be aware of or have an opportunity to be involved in Women of Asphalt. These women usually work long hours and often do not have the chance to attend an in-person event or connect via a virtual webinar. To bridge this need, the South Carolina branch implemented 'Building Community with Biscuits' (BCB). Instead of asking these women to come to them, they bring the message and resources to the women in the field, offering something that has always united people across cultures—food. The visits are a coordinated effort between the women on the branch Steering Committee and employers to ensure the visits are welcome and safe for all. They follow up with the employer representative and any of the women who were interested in becoming involved. Through their efforts, they have created a welcoming community for all women in asphalt careers in South Carolina.

A reminder for branches: feel free to reach out to keri@womenofasphalt.org and provide information on your upcoming events for it to be posted on the WofA calendar!





Hear from a Mentee: Amy Glass - CRH Americas Materials

What has been your experience so far?

"It has been very comfortable, really refreshing to talk to someone inside the industry, but has an outside perspective removed from the specifics of my company/department. The remote 'coffees' work well and it has been fairly easy to schedule/reschedule meetups."

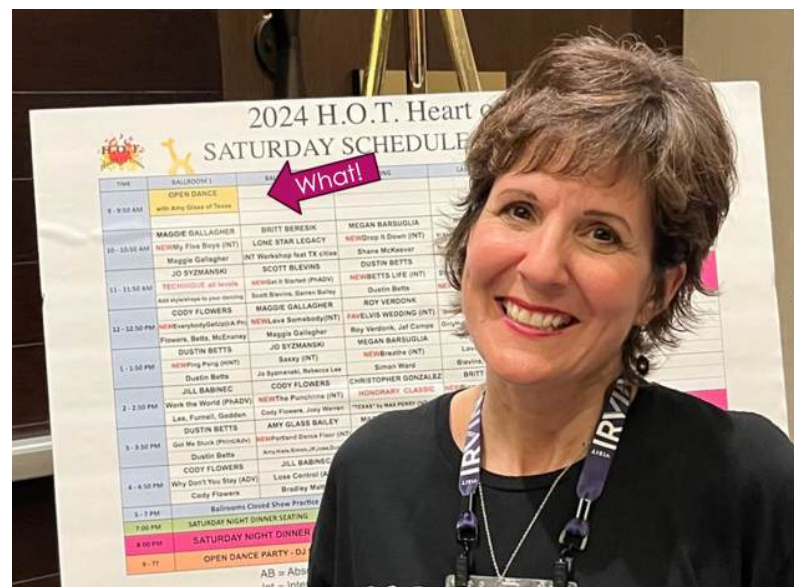
What about the program do you find beneficial?

"It has truly provided new creative ways to address issues. Just getting to talk things out has been nice, you don't always get a chance to do that. My mentor's ideas have been great to try and implement. Just having someone in your corner is huge, tracking the ins and outs of your professional challenges. I've been able to put things out there; ways I want to grow in EVERY area of my life and connect the dots with my professional life. My mentor has had really great input & shared her example in a very encouraging way."

Any advice for someone thinking about joining?

"I think whatever you feel you could use/learn from this program; it can probably do that for you. I think it is ALWAYS great to share your journey and the intent is truly here for it to benefit you and help you to grow professionally and as a person. Whether you have tried something like this before or not, if you feel a tug, it is definitely worth the effort to try."

Want to be a mentor/mentee registration for 2025 program will open this Fall! If you are looking for mentorship resources click [HERE!](#)





Zazzle Store

WofA's store on Zazzle is officially live! Visit our storefront at the following link to access 200+ Women of Asphalt exclusive items! The items range from apparel, dishware, luggage, to sports equipment. We've got it all, whether it's for yourself or the perfect gift for someone else.

Follow the link below>>

https://www.zazzle.com/store/women_of_asphalt/products



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