



Welcome to WofA's Newsletter!



Organization Update

We are excited to bring you the latest events and updates for Women of Asphalt as we head into the new year!

Over the past year, we focused on highlighting women who have inspired change throughout the industry. This is seen throughout our [Annual Report](#). WofA has worked to expand our community mission, bringing awareness to women in the asphalt industry.

Taking a look back at 2023, the organization saw many successful events throughout our branches, and we had the opportunity to attend many national events, such as Highways USA and Con Expo/Con Agg. Webinars hosted by WofA for our Lead and Inspire series brought valuable speakers from the industry for educational sessions, each event bringing in hundreds of viewers!

This past week, WofA attended the National Pavement Expo in Tampa FL, featuring our booth and panel. This event was a fantastic opportunity to further reach individuals throughout the industry, expanding the mission of Women of Asphalt and bringing in new members!

We are also thrilled to announce that the organization has seen incredible growth and outreach throughout 2023 and the beginning of 2024. Over the last 3 months we have officially launched our 3 newest branches; Canada, Ohio and Pennsylvania. This means we have officially reached 25



branches! The more that WofA expands across the country, and now internationally, demonstrates the continued success of our mission and all the members within our organization.



Thank you and farewell to our incredible Board Members...

From everyone at Women of Asphalt we would like to extend a thank you and farewell to our two board members, Marquisha Williams and Kirsten Fowler. They have dedicated years to the growth and mission of WofA and have seen the organization flourish with their help. They have dedicated years to the growth and mission of WofA and have seen the organization flourish with their guidance.

"These ladies are directly responsible for the amazing branch growth WofA has seen over the last 5 years and have brought to you some of the amazing guest speakers to share their stories. We know they will continue to advocate and support in their local areas the women of this industry."

Welcome to our two New Board Members!

Introducing our two new Board Members, Lora Collins and Stefani Martella. We are excited to bring these two women to our team, and look forward to their participation and the ideas they contribute to Women of Asphalt!



Lora Collins began her career with Marathon Petroleum Company in 2007 as the Propane Product Manager. Prior to joining MPC, she worked in research chemistry roles at Pfizer and Procter & Gamble for 16 years. Since 2007, Lora has continued to work in various roles in the Commercial organization including Brand and Wholesale Marketing, Asphalt Technology, and Pricing. In October 2017, she began an assignment as Asphalt Region Manager that expanded into her current role as Asphalt Value Chain Director.

Lora graduated with a Bachelor of Science degree in chemistry from Ohio Northern University in 1991. She and her husband Alan have five children (ages 20 to 25 years). She enjoys spending time with her family and managing her fantasy football team.



Stefani Martella graduated from Towson University with a degree in Political Science which led to the start of her construction career in 2008 as the Member Services & Legislative Affairs Director for Associated Builders and Contractors Chesapeake Chapter. In 2010 Stefani received an opportunity to redesign and manage an aggregate and hauling company serving the DMV region where she successfully faced the challenge of learning a new scope of the industry. Currently, Stefani is the Sales Manager for Francis O. Day Company where she has managed their FOB sales and marketing team since 2018. Stefani is active with the Maryland Asphalt Association where she participates on several committees. Stefani also launched the Maryland Branch of Women of Asphalt as Chairwoman in 2020 where she still serves, served on the Women of Asphalt Knowledge Committee in 2022 and 2023, honored as a recipient of the 23 Outstanding Women in 2023 campaign by the Women of Asphalt and joined the Women of Asphalt Board of Directors in 2024.

Stefani lives in Annapolis, Maryland with her two children, Bailyn and Brody, and enjoys being surrounded by the Chesapeake Bay and the Baltimore Ravens.



Looking back at 2023's Conversations to Lead & Inspire

Throughout 2023, Women of Asphalt had the incredible opportunity to host four amazing webinars focusing on the careers and industry-changing insights of women throughout the asphalt industry. Our panels included experts Terri Buser, Audrey Copeland, Jeani Ringkob, Sandy Brasier, and Dr. Rita B. Leahy. You can watch their inspiring conversations below!

Follow the links below:

[*A Trailblazing Career in Asphalt Technology and Advocacy*](#)
November 8, 2023 | [Watch here!>>](#)

[*Generations of Strength, a Mother-Daughter Journey in the Asphalt Industry*](#)
October 11, 2023 | [Watch here!>>](#)

[*Insights from Industry Expert Audrey Copeland, President and CEO of NAPA*](#)
August 17, 2023 | [Watch here!>>](#)

[*Unlocking Success with Terri Busser*](#)
June 14, 2023 | [Watch here!>>](#)



WofA at the National Pavement Expo 2024! Session and Exhibit

WofA returned to NPE this year with our booth and hosting a panel on Revolutionizing Workforce Engagement! A big thank you to all our members who joined us in helping operate the booth and interacting with conference attendees. We connected with many people and continued to support the mission of WofA, spreading awareness for our organization!





Women of Asphalt Day

Women of Asphalt Day is approaching! In conjunction with World of Asphalt, on March 27 we'll be hosting our first WofA Day. This is set to be a landmark event to bring together women throughout the industry.

It's going to be an amazing event filled with informative sessions, focusing on leadership, professional development, and industry trends. Lunch will be provided by us, and attendees will have the opportunity to connect with peers, mentors, and industry leaders.

Tickets are selling out, register today!

[REGISTER NOW](#)



Branch Update: Florida

Our branches across the country continue to hold networking functions, panels, and events that help the community.

Recently, our Florida branch hosted an "All-In for Awareness" casino night. The proceeds from this incredible event were then donated to the Florida Breast Cancer Foundation.

A reminder for our branches: feel free to reach out to us regarding information on your upcoming events for it to be posted on the WofA calendar!

2024 Mentorship Kick-Off February 22, 2024!

Registration details will be sent via email soon.
All 2024 participants will receive their matches on 2/8/24.
So keep an eye out for that email!

Take a look at some testimonials from our previous program participants!

"It's such a wonderful program! I have had the best experience getting connected with an experienced industry leader who has been able to provide me with a lot of high-value information and recommendations for decision-making, especially being new to the industry and growing my department!"

"This has been such a great experience. In addition to our roles within the industry, my mentee and I have much in common in how we deal with issues. We are able to talk about current work-related concerns, sharing our viewpoints on how we deal with situations. It has been a great learning experience for me as a mentor as well! I'm excited to make this new connection with my mentee, and also develop a friendship!"

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! Ranging from apparel, dishware, luggage, and sports equipment, we've got it all whether it's for yourself or the perfect gift.

Follow the link below>>

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



Join Women of Asphalt in March 2024 for our first-ever WofA Day event, following World of Asphalt. Register for WofA's event to receive a discount code for World of Asphalt tickets.
This is a limited-time offer!





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