



Victoria Taffet
WofA Board Member

womenofasphalt.org



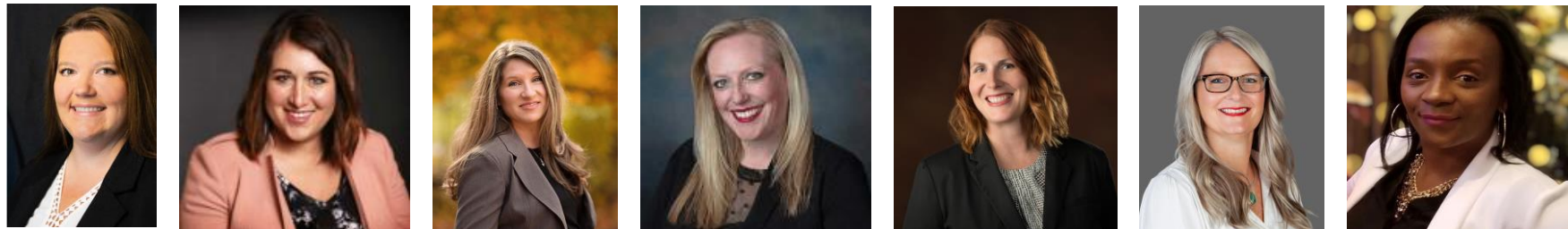


Women of Asphalt's Mission

- **AWARENESS** - Increasing awareness of opportunities in the industry.
- **KNOWLEDGE** - Elevating knowledge through education and resources.
- **COMMUNITY** - Providing platforms to create supportive relationships and growth.



2023 WofA Board of Directors



Mission: Empowering Women in Asphalt Careers

Read bios: <https://www.womenofasphalt.org/board-members>



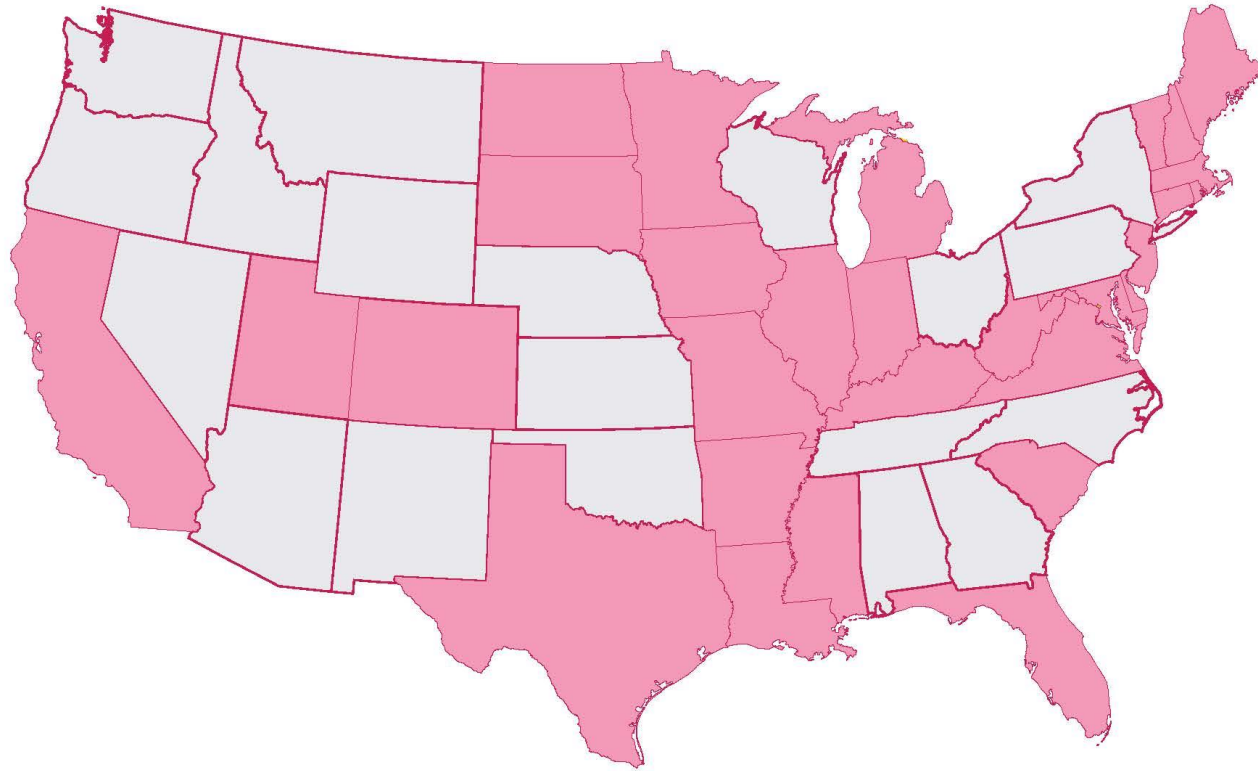


WofA Branches

22
branches
to date

ARKANSAS
CA-CALAPA
CA-CALCIMA
COLORADO
FLORIDA
ILLINOIS
INDIANA
IOWA
KENTUCKY
LOUISIANA
MARYLAND

MICHIGAN
MINNESOTA/DAKOTA
MISSISSIPPI
MISSOURI
NEW ENGLAND
NEW JERSEY
SOUTH CAROLINA
TEXAS
UTAH
VIRGINIA
WEST VIRGINIA



National Initiatives

- Participation @ National Events
- Webinars/Podcasts
- Yearly “Women in the Industry” Recognition
- Annual Mentorship Program
- Job Board Opportunity

WOMEN OF ASPHALT
Conversations
LEAD & INSPIRE

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

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

CATERPILLAR® BLACKLIDGE

WOMEN OF ASPHALT | NPE 2023
 JANUARY 26, 2023

8:30-10:00 A.M.: WOMEN IN THE WORKFORCE: RECRUIT, RETAIN, AND PROMOTE

 PAUL BATTISTA CEO BROTHERS NATIONAL	 LATRELL CATES HR MANAGER/OPERATIONS OFFICER HEWLETT CONSTRUCTION COMPANY	 MARY KATHERINE HARRIS VP OF THE FIELD/PROJECT MANAGER DISHON, MANNING, INC.	 ASHLY RIMAN PROJECT MANAGER MILESTONE CONTRACTORS	 VICTORIA TAFFET DIRECTOR OF CORPORATE SOCIAL RESPONSIBILITY LOCAL 158 (MODERATOR)
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WOMEN OF ASPHALT
Lead & Inspire

WOMEN IN THE FIELD
 THE WOMEN WHO BUILD AMERICA'S ROADS

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WHERE WE BELONG

WOMEN OF ASPHALT

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2023 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
 Chicago, IL



Schedule:

Wednesday, March 15:
 3:30-5:00 p.m.
 "Viva Las Asphalt" Joint Wofa & NAPA AMC Mixer
 Silver Lot 3
 *Wristbands Required

Friday, March 17:
 1:00-2:30 p.m.
 Women in the Workforce:
 Recruit, Retain and Promote
 *Registration Required

VIVA LAS ASPHALT
 PRESENTED BY
NAPA
CATERPILLAR



THANK YOU



2023
Partners

CATERPILLAR®

Diamond



PAVE AMERICA

Platinum



ASPHALTPRO
PRODUCTION - PROFESSIONALS - PRODUCTS



ERGON
Asphalt & Emulsions

GRANITE



Gold



cenovus | Asphalt



SURFACE TECH

Silver



Your Role As A Leader



We Can't Ignore the Past

- **1840s – (10%)** of women had jobs outside the home
- **Civilian labor force (2022) – Female (47%)**
- **US Construction Industry (2022) Females (11%)**

How Do We Get More Women In Leadership Roles



Willingness
for Change



Commitment



Self-
Reflection



Take Action



Keeping the Pipeline Full

- Shaping young minds
- Competing for talent
- Keeping talent

1st Annual Women of Asphalt Day 2024

Register today on the website!



March 27, 2024 | in conjunction with World of Asphalt | Nashville, TN



Questions?



Women of Asphalt

