



WOMEN OF ASPHALT

Event Guide for World of Asphalt

TUESDAY - THURSDAY March 25-27, 2025

TUESDAY, 3/25

9:00 AM - 5:00 PM World of Asphalt Exhibit Hall Open

4:00 PM - 5:00 PM Women of Asphalt Booth Mixer
Booth #6565

WEDNESDAY, 3/26

9:00 AM - 5:00 PM World of Asphalt Exhibit Hall Open

9:30 AM - 11:30 AM Women of Asphalt Tradeshow Exploration
Scavenger Hunt: Chance to learn from WofA Partners + win \$50 Amazon Gift Card!

1:00 PM Women of Asphalt Presentation @ Community Zone
Booth #6565 - Ashley Batson presenting on Women of Asphalt.

4:00 PM - 6:00 PM Women of Asphalt Day Opening Session

6:30 PM The Over/Under Bar Networking Reception
Optional Event: Separate Registration and Fee (\$25).
Hosted by Missouri and Illinois Branches.

THURSDAY, 3/27

8:00 AM - 8:30 AM Women of Asphalt Day Registration & Breakfast

8:30 AM - 9:00 PM Women of Asphalt Day 2 Welcome
Overview of Women of Asphalt programs and industry impact.

9:00 AM - 11:30 AM Keynote Speaker
Living Well With GRIT (Growth, Resilience, Intention, and Tenacity),
by best-selling author Jennifer Bardot

11:30 AM - 12:00 PM Women of Asphalt Day Closing Remarks