



July 2024 Newsletter



Organization Update

As we embrace the summer months, we have numerous exciting developments and milestones to share with you. The dedication and hard work of our members continue to drive our mission forward, and this quarter has been no exception.

We are thrilled to announce that Women of Asphalt has been featured in the latest issue of the NAPA Quarterly Magazine. This feature is a testament to the strides we are making in the industry and the impact we are having. You can read the full article [here](#). We are grateful to NAPA for spotlighting our efforts and achievements.

Mark your calendars! We are in the midst of planning the 2nd Annual Women of Asphalt Day, which will take place in conjunction with the World of Asphalt in St. Louis in March 2025. Last year's event was a tremendous success, and we are committed to making this year's event even more impactful. Stay tuned for more details as we approach the event date.

We are excited to announce a new scholarship in partnership with Caterpillar, Inc. This scholarship will provide an incredible opportunity for women to attend the Cat Paving School the week of November 18, 2024 in Tinaja Hills, AZ. This initiative underscores our commitment to education and professional development within the industry. More information and the application is on the website now.

Our Lead and Inspire series continues to bring insightful and motivational stories from industry leaders. This month, we had the pleasure of featuring Nile Elam, NAPA Vice President for Government Affairs, who provided an overview of advocacy and ways for Women of Asphalt members to personally engage in advocacy efforts. If you missed it, you can catch the webinar on our website.

We want to extend our heartfelt thanks to all the hardworking individuals in the Women of Asphalt community. Your dedication and passion are the driving forces behind our success. As always, we encourage everyone to prioritize safety and ensure that you go home to your families every night.

Thank you for being a part of Women of Asphalt. Together, we are paving the way for a brighter and more inclusive future in the asphalt industry.



Women of Asphalt Scholarship in Conjunction with Caterpillar, Inc.

Women of Asphalt is excited to announce the launch of a new scholarship program in partnership with Caterpillar Inc., aimed at educating women in the asphalt industry. This initiative aligns with our mission to increase awareness of career opportunities, elevate knowledge through education and research, and provide a supportive community for women in the asphalt industry.

About the Scholarship

The Women of Asphalt Scholarship Program offers recipients the unique opportunity to attend the Caterpillar Paving Operations Training, scheduled for the week of November 18, 2024 in Tinaja

Hills, AZ. This comprehensive training program is designed to enhance participants' skills and knowledge in paving operations, providing them with valuable insights and hands-on experience.

The scholarship covers the full cost of the weeklong course and includes travel expenses up to \$2,000, with the total value of the scholarship exceeding \$6,000. This is an excellent opportunity for women who are currently employed in the asphalt industry, seeking employment, or actively engaged in furthering their skills and knowledge in this field.

Eligibility and Application Process

To be eligible for the scholarship, applicants must meet one of the following criteria:

- Currently employed in the asphalt industry
- Seeking employment in the asphalt industry
- Actively engaged in furthering their skills and knowledge in the asphalt industry

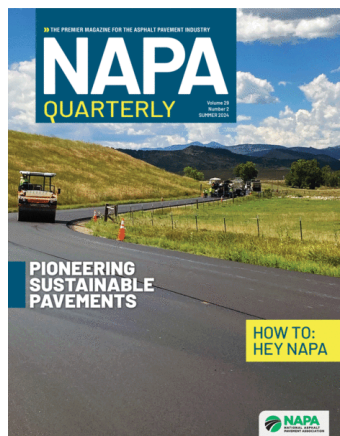
The application process requires detailed information about the applicant's background, including employment history, education status, and participation in relevant clubs or organizations.

Applicants must also submit an essay explaining why they are a good candidate for the award, highlighting their career aspirations and any relevant experiences.

All applications must be submitted by August 1, 2024. The Women of Asphalt Awareness Committee will review all applications and announce the award winners via email.

We encourage all eligible women to apply and take advantage of this incredible opportunity to advance their careers in the asphalt industry.

[Women of Asphalt Scholarship Application](#)



Celebrating Women in Asphalt: A Spotlight in NAPA Quarterly Magazine

Women of Asphalt delighted to be highlighted in the latest issue of the NAPA quarterly magazine, which brings features the first annual Women of Asphalt Day. This special day is dedicated to recognizing and celebrating the contributions of women in the asphalt industry.

The article, which can be found [here](#), beautifully captures the spirit and importance of Women of Asphalt Day. It emphasizes the need for greater visibility and support for women in our

field and showcases the various activities held during World of Asphalt.

We extend our heartfelt gratitude to the NAPA team for featuring Women of Asphalt Day in their magazine. This acknowledgment plays a crucial role in raising awareness about the challenges and achievements of women in the asphalt industry. It also serves as an inspiration for more women to join and thrive in this field.

We encourage all our members and readers to read the full article and join us in celebrating Women of Asphalt Day. Together, we can continue to build a strong, supportive community that champions the successes and contributions of women in asphalt.

Mark your calendars for the Second Annual Women of Asphalt Day, taking place alongside the World of Asphalt in St. Louis, MO, from March 25-27, 2025. Stay tuned for more details coming soon!

Audrey Copeland Inspires Women Globally

Women of Asphalt Board member and NAPA President & CEO, Audrey Copeland, was invited to present at a workshop about the Women in Asphalt formation at the European Asphalt Pavement Association (EAPA) and Eurobitume (European Association for Bitumen), known as the [E&E Congress](#) on June 21 in Budapest. Audrey was asked to share the Women of Asphalt success story globally and how European women may follow suit.

As noted in EAPA's newsletter, *Asphalt Talk*: Women in Asphalt Europe is now under development following the workshop at the E&E Congress as an initiative to celebrate, empower, and elevate Women in the Asphalt industry in Europe. Since the workshop, the organizers have created an [interest sign up form](#) to seek volunteers interested in helping to establish Women of Asphalt in Europe. We wish them all the success we have enjoyed here in the United States and look forward to our partnership with them as they grow.

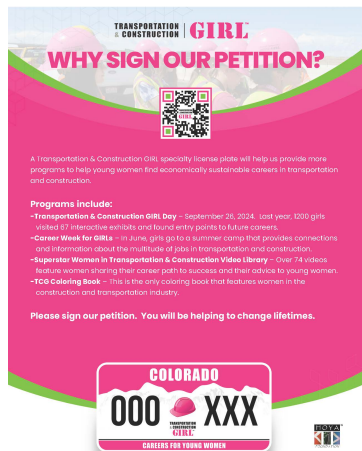
Pictured left to right: Audrey Copeland, NAPA President & CEO; Ralf Pomp, EAPA President; Siobhan McKelvey, Eurobitume Director General; Pavel Kriz, Eurobitume President.



Conversations to Lead & Inspire Nile Elam, Vice President of Government Affairs, NAPA

In our latest *Conversations to Lead & Inspire* series, we were thrilled to host Nile Elam, a prominent figure in the asphalt industry and the Vice President of Government Affairs at NAPA. This session provided an invaluable platform for insights into how we can all get involved with advocacy efforts at the federal, state and local levels.

If you missed this excellent conversation, you can view it [here](#). The next session of Conversations to Lead and Inspire will be held in October.



Branch Update: Colorado

We are thrilled to shine a spotlight on our Colorado branch and their ongoing efforts to support the incredible initiative by Transportation & Construction GIRL. This initiative is working diligently to secure a specialty license plate, which will enable them to expand their impactful programs aimed at guiding young women toward economically sustainable careers in transportation and construction.

The programs provided by Transportation & Construction GIRL are essential in shaping the futures of many young women. Some of their key initiatives include:

- **Transportation & Construction GIRL Day:** On September 26, 2024, this event will host over 1200 girls, offering them the opportunity to explore 67 interactive exhibits and discover various career paths in the industry.
- **Career Week for GIRLs:** Held in June, this summer camp connects girls with industry professionals and provides valuable information about the diverse job opportunities in transportation and construction.
- **Superstar Women in Transportation & Construction Video Library:** Featuring over 74 videos, this library showcases successful women in the industry, sharing their career journeys and advice for aspiring young women.

- **TCG Coloring Book:** This unique coloring book is dedicated to highlighting women in the construction and transportation sectors.

We are excited to see the Colorado branch leading these efforts and making significant strides to support women in the industry. Their dedication and initiatives are paving the way for a brighter future for women in transportation and construction.



2024 Women of Asphalt Day Recap Video

We are thrilled to share the exciting recap video of the 2024 Women of Asphalt Day! This year's event was a tremendous success, filled with inspiring moments, valuable networking opportunities, and empowering sessions. The recap video beautifully captures the spirit and energy of the day, highlighting the dedication and passion of all our participants. If you haven't had a chance to watch it yet, check it out [here](#).

We extend our deepest gratitude to everyone who participated in making the 2024 Women of Asphalt Day an unforgettable experience. Your enthusiasm, support, and active involvement were the driving forces behind the success of this event. Thank you for being a part of this incredible journey and for contributing to the advancement of women in the asphalt industry.

We are already gearing up for the next Women of Asphalt Day, which will be held in conjunction with the World of Asphalt on March 25-27, 2025, in St. Louis, Missouri. Mark your calendars and get ready for another inspiring event that promises to bring together industry leaders, professionals, and enthusiasts for three days of learning, networking, and celebration.

Stay tuned for more details and updates on how you can get involved. We can't wait to see you in St. Louis!

Women of Asphalt Day 2024 Recap Video



2025 Partnerships for Women of Asphalt

Women of Asphalt is dedicated to supporting the women in the asphalt industry by providing resources, networking opportunities, and professional development. As we continue to grow and expand our reach, we are seeking new partnerships to further our mission and impact.

Why Partner with Us?

By partnering with Women of Asphalt, your organization will play a pivotal role that allows us to:

- **Empower Women:** Provide mentorship, scholarships, and training programs that enable women to excel in their careers.
- **Build Networks:** Facilitate networking events and platforms that connect women professionals across the industry.
- **Raise Awareness:** Advocate for gender diversity and highlight the achievements of women in asphalt.

Sponsorship Opportunities

We offer a range of sponsorship levels to suit your organization's goals and budget. Each level comes with unique benefits and recognition opportunities. For more detailed information about our sponsorship packages, please visit our [Sponsorship Opportunities page](#).

For more information or to discuss partnership opportunities, please contact us at info@womenofasphalt.org. We look forward to collaborating with you!

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>>





Contact Info:

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