



2024 FALL ASPHALT SEMINAR **NOVEMBER 28 - 2024**

PATHWAYS TO A
SUSTAINABLE FUTURE
FOR ASPHALT TECHNOLOGY

Women of Asphalt

Leslie Dibling, Communications Manager, WofA Canada
Selena Lavorato, Mentorship Liaison, WofA Canada




Agenda



- ▶ What is WofA
- ▶ Goals
- ▶ Mentorship Program
- ▶ Introduction to the Canadian Leadership Team
- ▶ Social Calendar – What have we been doing – some Highlights
- ▶ Stats
- ▶ Let's branch out!! – formulation of Twigs
- ▶ Survey



What is Women of Asphalt?

- ▶ Women of Asphalt started off as a North American non-profit, volunteer-run organization with branches in various US states.
 - ▶ Partnered with Canadian Technical Asphalt Association to become the first international branch of the Women of Asphalt Organization
 - ▶ Membership is free and anyone can join.
 - ▶ Our branch focus can be summed up in this simple statement: to help women and employers of women in our industry.
 - ▶ Lead and aspire new people to get involved in our industry
 - ▶ A team where we learn, teach, share our skills, experiences and grow together
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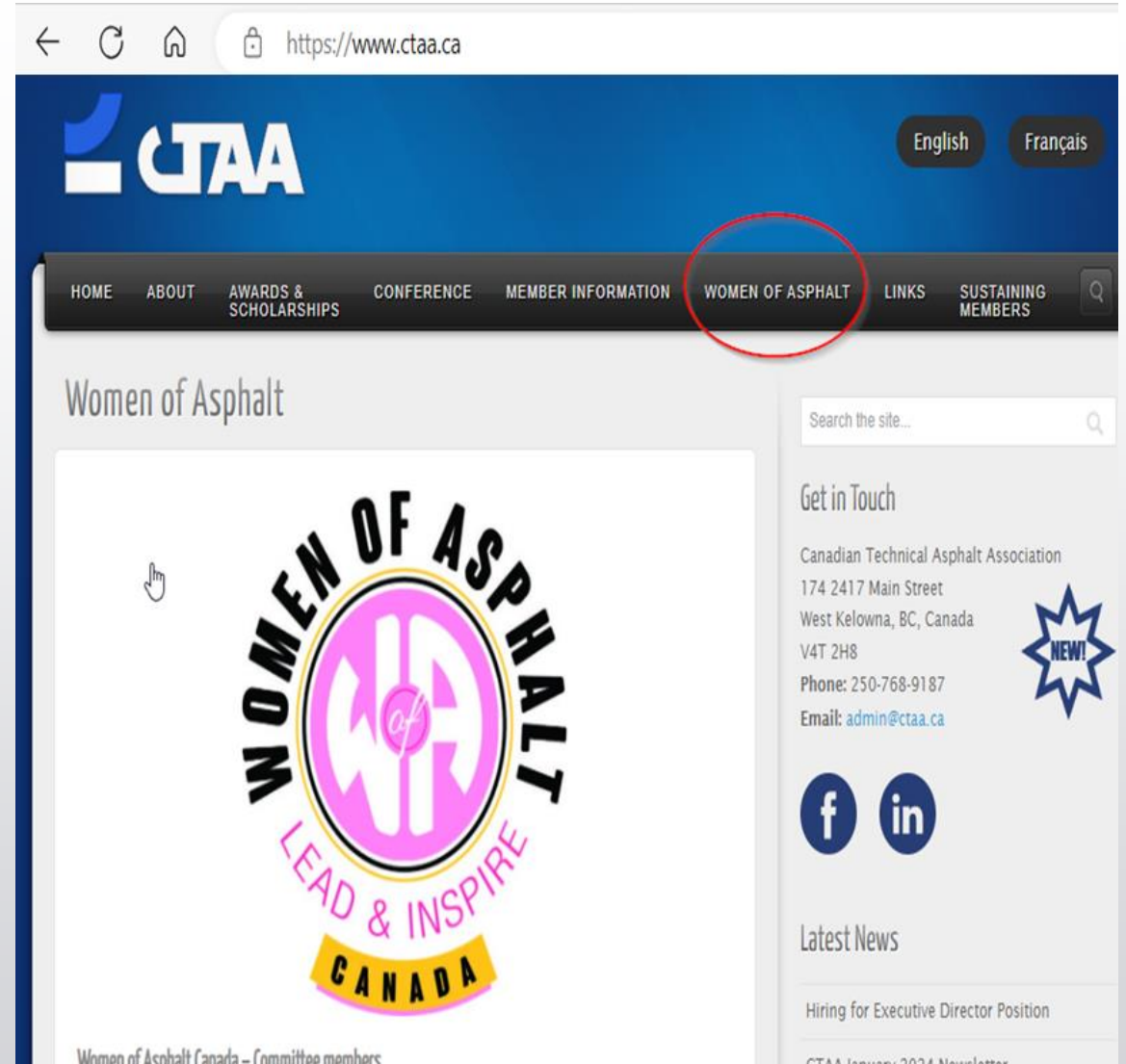


WofA Goals – what we strive for!

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

- ▶ AS a member of CTAA or through our website
- ▶ www.womenofasphalt.org



The screenshot shows the CTAA website interface. The top navigation bar includes links for HOME, ABOUT, AWARDS & SCHOLARSHIPS, CONFERENCE, MEMBER INFORMATION, WOMEN OF ASPHALT (circled in red), LINKS, and SUSTAINING MEMBERS. Below the navigation bar, the 'Women of Asphalt' section features a large logo with the text 'WOMEN OF ASPHALT' and 'LEAD & INSPIRE CANADA'. To the right of the logo, there is a search bar and a 'Get in Touch' section with contact information for the Canadian Technical Asphalt Association, including the address, phone number, and email. Social media icons for Facebook and LinkedIn are also present. A 'NEW!' starburst icon is located next to the contact information.

Women of Asphalt Mentorship Program

- ▶ Looking for mentors and mentees. Registration is open. Become a mentor or mentee today!!
- ▶ Registration closes December 8TH,
- ▶ Lead and Inspire the next generation of members of the asphalt industry!!
- ▶ Virtual event in the winter with the same speaker around the same topic.
- ▶ Participants are matched and mentoring start January 2025!!
- ▶ Register today @ womenofasphalt.org

2025



MENTORSHIP

PROGRAM



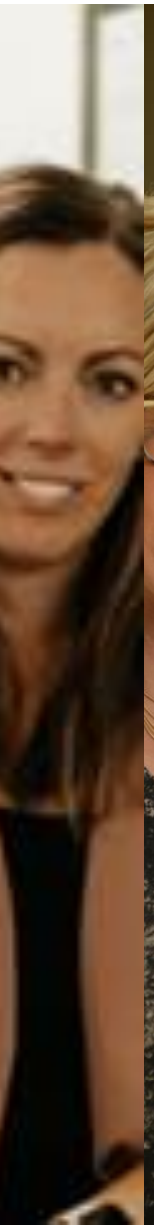
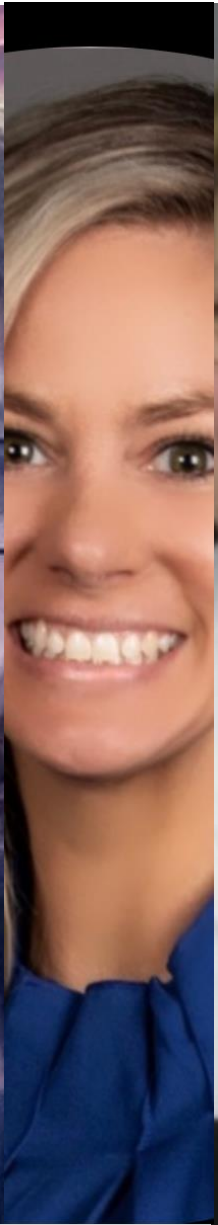
REGISTRATION IS OPEN



Women of Asphalt
Canada Leadership Team

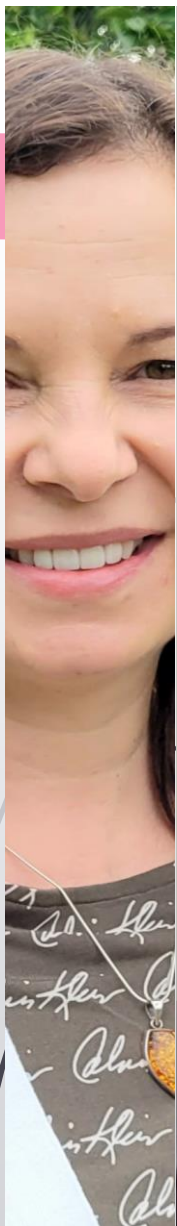


Chairwomen
Ania Anthony
Government of Saskatchewan



**Women of Asphalt
Canada Leadership Team**





Vice-Chairwomen

Veronique Szabo

Bitumar, Quebec

Women of Asphalt

Canada Leadership Team

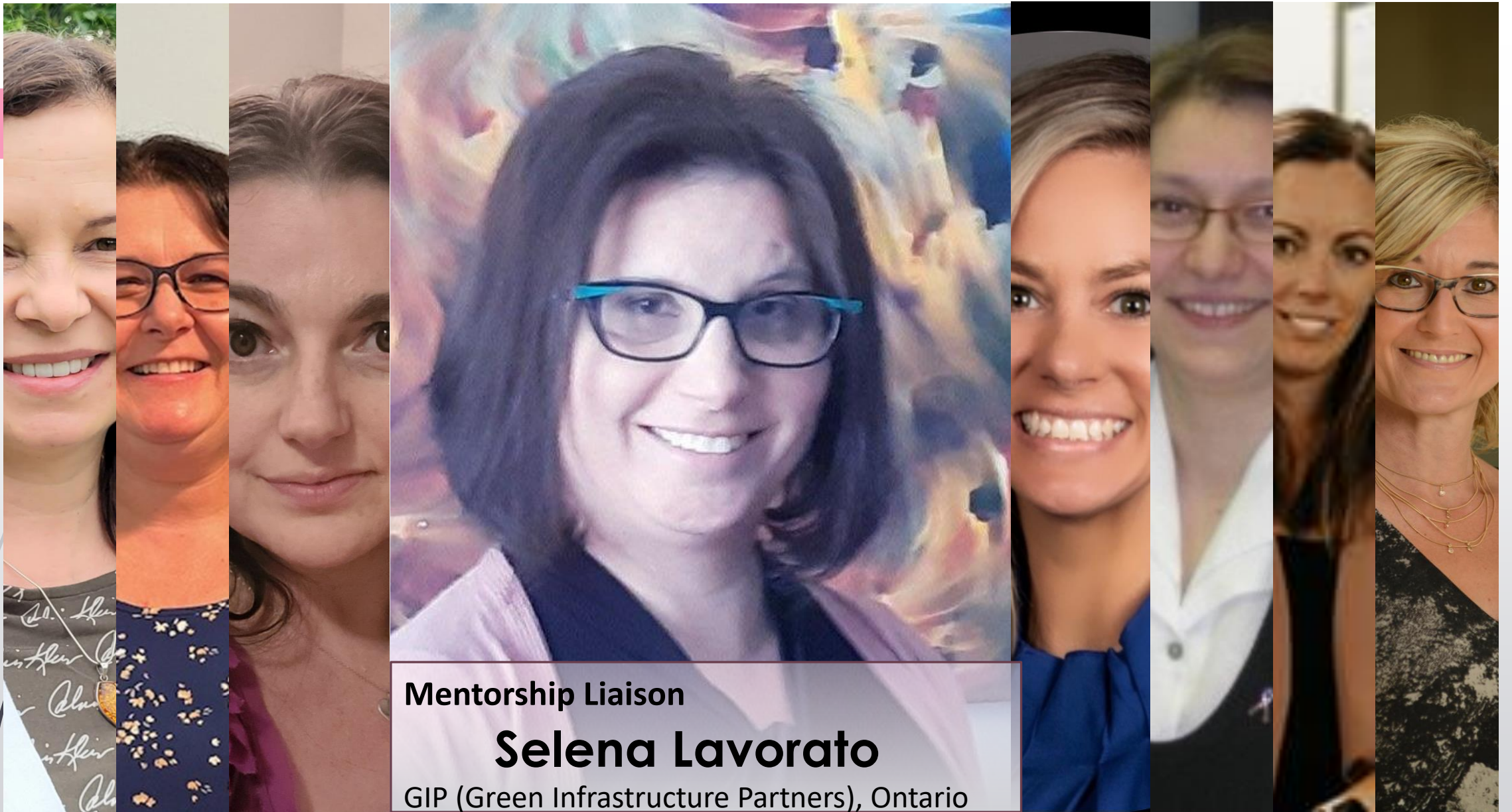




Secretary / Treasurer
Rielle Haichert
PSI Technologies, Saskatoon

Women of Asphalt
Canada Leadership Team





Mentorship Liaison

Selena Lavorato

GIP (Green Infrastructure Partners), Ontario

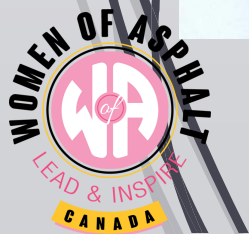
Women of Asphalt

Canada Leadership Team





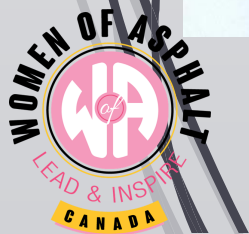
Communication Manager
Leslie Dibling
Organizational Growth Consultant, Ontario



Women of Asphalt
Canada Leadership Team



Member at Large (CTAA Liaison)
Roxana Balba
Ministry of Transportation, Quebec



Women of Asphalt
Canada Leadership Team



Member at Large
Corinne Urquhart
Alberta Roadbuilders and Heavy Construction Association



Women of Asphalt Canada Leadership Team



Member at Large

Shantel Lipp

Saskatchewan Heavy Construction Association

Women of Asphalt

Canada Leadership Team





Activites - Social Calendar

- ▶ Since the 2023 CTAA Conference in Charlottetown, we have been meeting for several months behind the scenes, working out the details of creating the Canada chapter.
- ▶ August 28, 2024 - Virtual Meeting with members
- ▶ Paving the Way with Inclusive Teams Presentation– CTAA Edmonton
- ▶ Social Mixer – CTAA Edmonton
- ▶ Virtual event in the winter with the same speaker around the same topic.
- ▶ Bitume Quebec technical training - in December;
- ▶ Saskatchewan Infrastructure Summit in December.

Paving the Way to Inclusive Team

Women of Asphalt live event – November 11th – CTAA Edmonton



Amy Kellestine from the Performance Group based out of Edmonton – sponsored by ATS Traffic

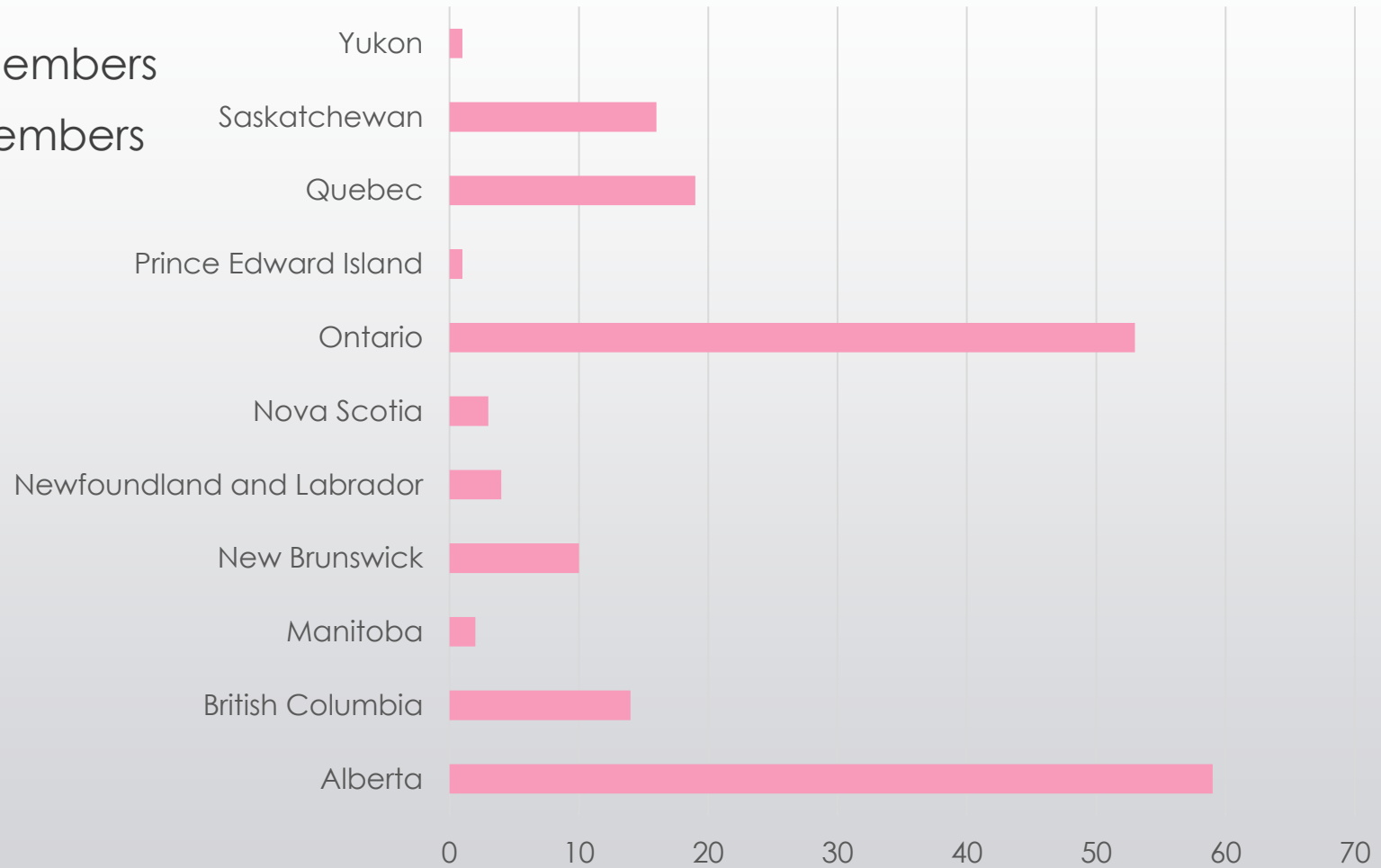
CTAA/Women of Asphalt Social Mixer!!



Social media

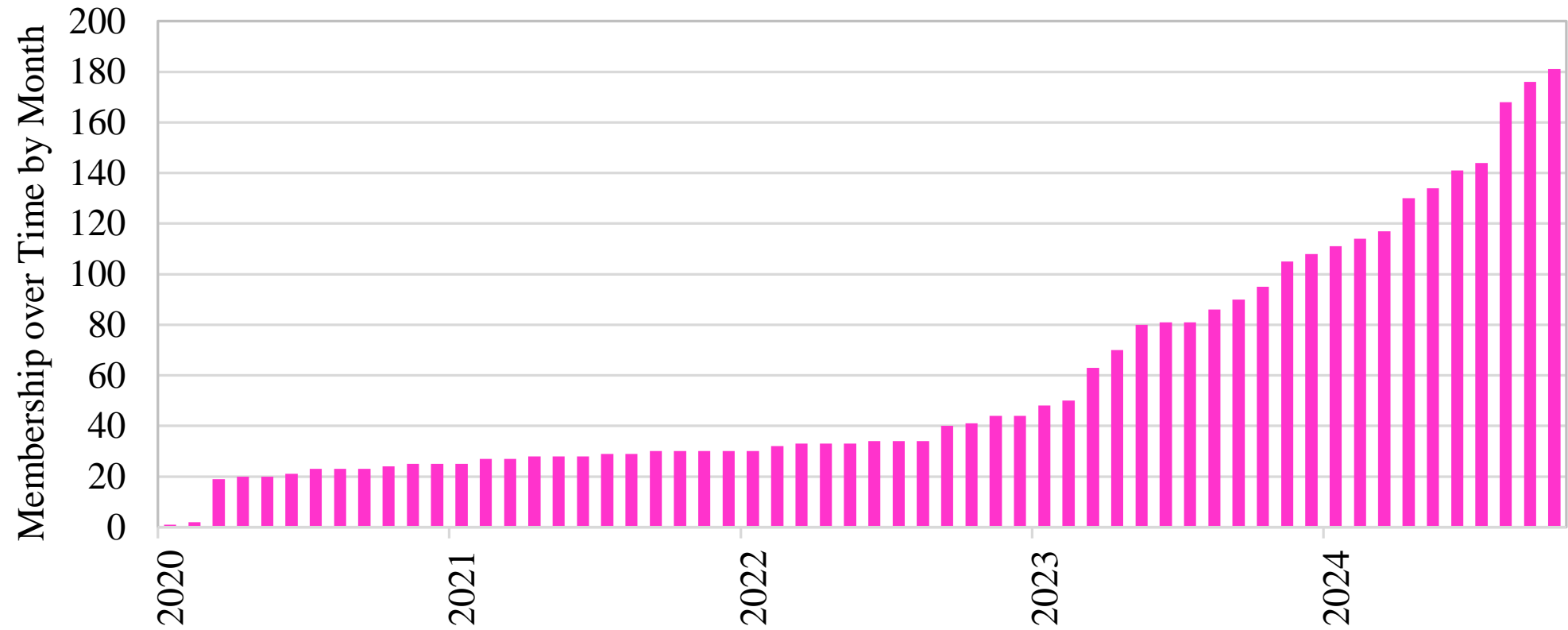
- ▶ 167 individual members
- ▶ 15 corporate members

WofA Canada - members



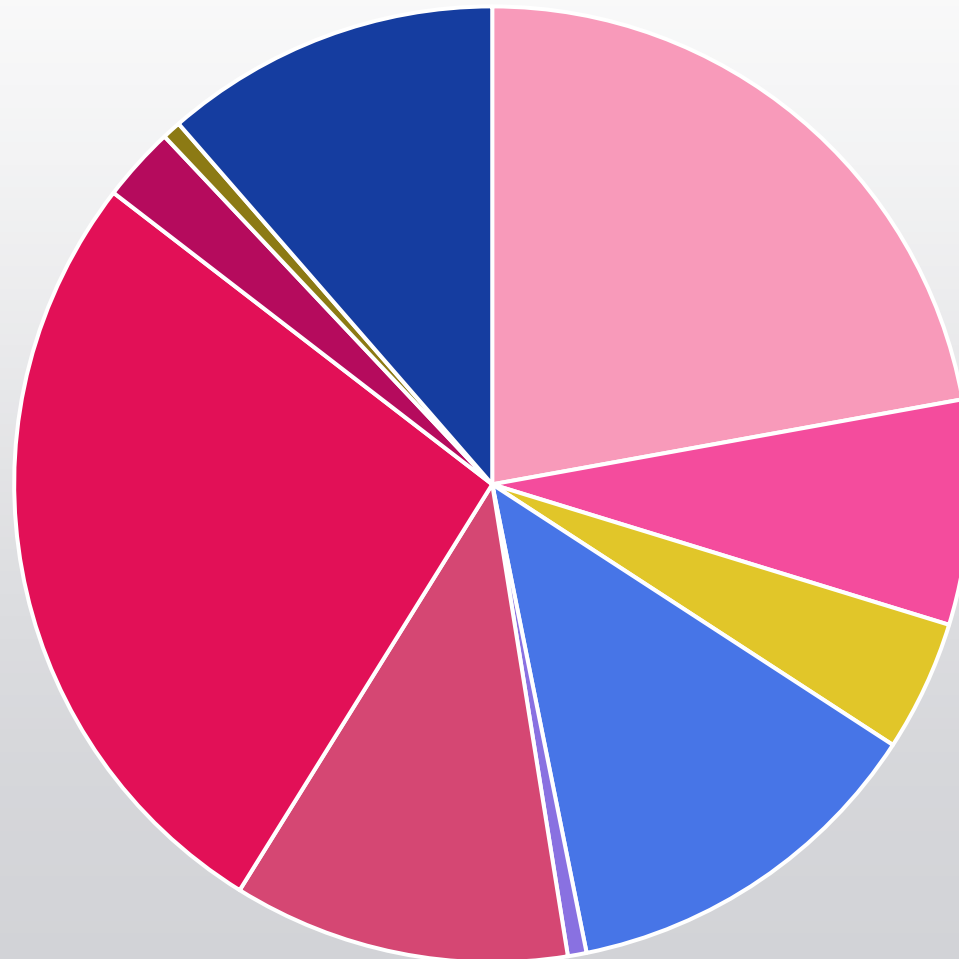
▶ <https://www.linkedin.com/company/women-of-asphalt-canada/>

Statistiques



Statistiques

Membership by category



- Engineering/Estimating/Project Management
- Executive/Owner
- Heavy Equipment Operator/Plant Operator/Road Crew
- Laboratory/Chemist/Quality Control
- Legislative/Regulatory
- Office/Administrative/Sales/Marketing
- Other
- Safety/Environmental
- Truck Driver



Let's branch out - Twigs

- ▶ Looking to create local chapters across Canada
- ▶ Maritimes
- ▶ Ontario ?
- ▶ Alberta
- ▶ Quebec
- ▶ Prairies

Please come talk to us!!

We want to hear from you!!



Scan the QR code and take the survey!!

Thank you



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