

# WOMEN OF ISENBERG NEWSLETTER

Welcome back to school and our Women of Isenberg Conference (Woi) community! The 2024 Woi planning committee is excited to share this first issue of our quarterly newsletter - to give you a snapshot of our conference plans and progress, as well as introduce you to our dedicated, talented planning team.

Since 2014, our conference mission has been to connect UMass Amherst students with alumni, faculty, and corporate sponsors in a full-day professional development event. Our conference is a welcoming community for attendees from diverse backgrounds and industries, who share experiences, foster confidence, and discuss the challenges we face as students in the classroom and women in the workplace. Many career and life journeys, lessons learned, and best practices are shared, debated, and discussed.

## WOI MISSION

This summer we've been hard at work establishing our brand on social media and beginning the process of planning for conference day. MarComm has been putting together Day in the Life videos to share the everyday lives of the planning committee with our audience. Ops has been researching speakers and workshopping the panels. All the work that has been put in is only the first step in what's to come and we are all so excited to continue planning for conference day.


## Back to School Preparation

The Woi planning committee would like to share our tried and true ways of preparing for back to school!

- Get my "Notion" set up with all my classes, including agendas, assignments, and professor contact information!
- Set up a dedicated study space in my dorm room where I can work without too many distractions :)
- Read through the syllabus for each of my new classes
- Go through all my syllabi and make a list in Excel of all my assignments for the semester
- Take time to walk through my schedule and make sure I know where each class is located
- Go grocery shopping to stock up my favorite food and snacks!
- Put all of my classes and the information in my Calendar app, so that I am reminded of when and where my classes are.
- Clean out and organize my computer so it is ready for the new semester
- Make a mood board for my room decorations :)
- Check in with your school friends and catch up about summer!

# PRESIDENT

## ALEXANDRA RICHARDS



Alex is a rising senior Managerial Economics from Gloucester, Massachusetts and has been a part of Wol for the past 3 years - a Student Ambassador in 2022, and VP of Marketing and Communications in 2023. This year she is so excited to be the President for the Wol planning committee. The Wol mission is something Alex is deeply passionate about, and that passion grows more each day because of the community she is surrounded by. The Wol community is filled with so many talented and inspiring women and she is so thankful to be a part of it. The Women of Isenberg Conference has not only guided her to discovering what she is passionate about, but also continues to prepare her each year for her life after college.

After graduation, Alex hopes to pursue a career in the marketing or production industry. Most of all, she is honored to lead the talented and driven group of women that make up the 2024 student team; and is thrilled to work alongside them to plan and create all the new and innovative content for the 2024 Wol Conference.

# MARKETING AND COMMUNICATIONS CO-VICE PRESIDENTS

## MEGHA PARIKH



Megha is a rising junior from Basking Ridge, New Jersey, majoring in Marketing and Economics, minoring in Psychology, and pursuing the Business Data Analytics Certificate. She was the Director of Community Outreach in 2023 and instrumental in the implementation of the keynote chat, and is excited to be a Co-VP for Marketing and Communications in 2024. As an advocate for women empowerment, Megha looks forward to being a part of a community that aims to foster relationships and build everlasting networks between students, faculty, alumni, and corporate sponsors.

In addition to Wol, Megha is the Vice President of Finance for Delta Sigma Pi, the professional business fraternity. She also works in the Isenberg Undergraduate Programs Office as an Isenberg Ambassador, and is the Lead Teaching Assistant for Marketing 301. This summer, she was the Head Team Advisor at the National Student Leadership Conference for Business and Entrepreneurship at Northwestern University.

## JING CHEN

Jing is a rising junior OIM major from Wilbraham, MA, and is planning to graduate in 2025. She is also pursuing a Certificate in Business Data Analytics and minoring in Psychology. Jing was on the 2023 Wol Community Council DEI subcommittee and believes her experience of hard work and determination makes her an excellent leader to be successful in today's ever-changing world. Jing's favorite part of Wol is learning from all the mentors and using this knowledge to help herself create her own future. She values how the conference has helped her grow and how it continues to celebrate everyone's journey and differences. She is excited to work with such talented and inspiring students and see all of the team's hard work come to life at her second in-person conference.



# MARKETING AND COMMUNICATIONS TEAM

## KAT KELLEY

MARCOMM COMMITTEE MEMBER



Kat is a rising sophomore with a major in Operations and Information Management and a minor in Computer Science, graduating in 2026. She's based in Tewksbury, MA, and was a student ambassador for the 2023 Women of Isenberg Conference. Kat believes that her work for the 2023 Wol Conference inspired her to continue cultivating relationships with women in business and tech at her internship. She's so thrilled to be a member of the Marketing and Communications Committee for the 2024 Wol Conference, and is looking forward to working with the team on the behind-the-scenes side. Kat thinks that this year's team is capable of making the next conference the best one yet, and she can't wait to get started.

Outside of Women of Isenberg, she's employed with Navisite Inc. as a Datacenter Operations Intern during the summer and over school breaks. Kat is also volunteering with the Crisis Text Line this year as a Crisis Counselor, which she's described as both fulfilling and challenging. When she's not working or studying, you might see her playing spikeball, reading a book, or going on a walk in nature with friends.

## VALENTINA ZIMMERMAN

MARCOMM COMMITTEE MEMBER



Valentina is a rising sophomore pursuing a degree in Hospitality and Tourism Management at the Isenberg School of Management. She will also be double majoring in Marketing, by Spring 2024. After attending the 2023 Women of Isenberg Conference during her freshman year, she was instantly inspired and driven to be a part of the team. Valentina looks forward to being an advocate for women's empowerment and showing everyone the strength and capabilities they behold and is excited to build strong relationships and be involved in such an amazing community.

Aside from Wol, Valentina is also a part of UMass CMAA club and AHILA club which are two HTM involvements held on and off campus. This summer, Valentina worked full-time at her local restaurant while completing two online courses. She loves spending quality time with her family and friends, being outdoors and exercising, cooking and trying new recipes, as well as running her own food blog on Instagram. She is ecstatic for the Fall to continue planning this year's conference.



# OPERATIONS AND EVENT MANAGEMENT CO-VICE PRESIDENTS

## ANNA WAGNER



Anna is a rising junior from Hingham, MA. She is majoring in Operations and Information Management with minors in Information Technology and Economics. She is also a student in the Commonwealth Honors College. She is thrilled to be returning to the 2024 Wol team as a Co-Vice President of Operations & Event Management and a DEI Lead. After experiencing first hand the impact of the 2023 Wol Conference, Anna knew she wanted to continue the work of helping to uplift and empower her female colleagues.

Anna also works as an Isenberg Student Ambassador and is a part of Isenberg Global Citizens and WMUA, The Radio Voice of UMass Amherst. Around Amherst, you can find her watching the sunset on OHill, trying out the restaurants downtown, or hanging with friends around the CHC. This summer, Anna interned at Liberty Mutual Insurance in their Internal Audit department.

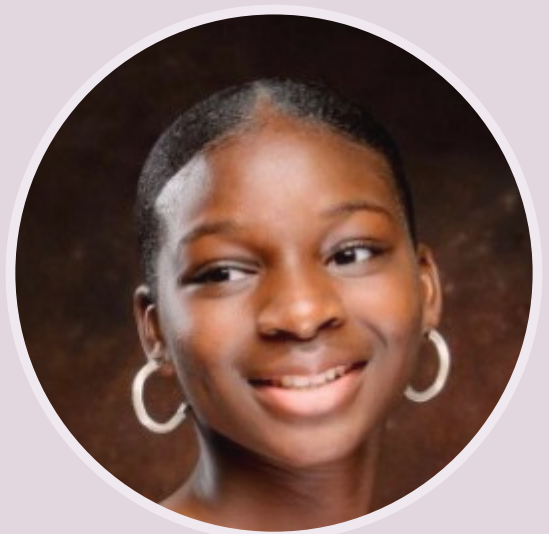
## FAYOBOMI OLUSOLA-FALODUN

Fayobomi is a rising senior from Ondo state, Nigeria, double majoring in Marketing and Communications with a minor in Psychology. She is excited to return to the Wol team as a Co-VP of the Operations and Event Management team. This is her fourth year on the conference planning team; she served as a Student Ambassador in 2021 and on the MarComm and Operations planning committee teams in 2022 and 2023.

In addition to planning the Wol Conference, Fayobomi represents Apple as a Campus Leader, and works as a Tour Guide, Admissions Diversity Fellow, Teaching Assistant, Peer Mentor and Peer Advisor on campus.

She believes joining this team is one of her greatest achievements as she found a family she never knew she needed. Being constantly surrounded by women who are confident and work extremely hard has shaped her to be who she is today and the Wol team is that and more.

This summer, Fayobomi interned with Google in San Francisco, California as an Associate Product Marketing Manager Intern on the Youtube Creator Brand Marketing team.



# OPERATIONS AND EVENT MANAGEMENT TEAM

## ANN LIANG

**OPS COMMITTEE MEMBER, SPONSORSHIP, TASK PLAN, & FINANCE LEAD**



Ann is a rising senior from Kaohsiung, Taiwan, majoring in Operations and Information Management with a minor in Information Technology. She is also pursuing a certificate in the International Scholars Program. Ann is excited to return to the team as the Operations and Event Management Committee Member for the second year. Wol never fails to inspire her to grow both professionally and personally. She is passionate about sustaining the supportive networks of empowered women and the numerous opportunities for self-growth for more students and alumnae.

In addition to Wol, Ann is the Treasurer of the Taiwanese and Chinese Students' Association and a Teaching Assistant at Isenberg. This summer, Ann interned with BlackRock in the Technology Operations Group and traveled back to Taiwan, spending more time with her family and friends.

## MARIANNA MELAMUD

**OPS COMMITTEE MEMBER**



Marianna is a rising junior double majoring in Operations & Information Management and Managerial Economics as well as pursuing a minor in IT. She was a tech ambassador for the 2023 Wol Conference and is excited to be a part of the Operations & Event Management Committee this year! Marianna hopes to pursue a career in tech consulting and is currently involved in Smart Woman Securities as a member of the Young Leadership Team. What most excites her about being on the committee is being able to work with other empowering women and to build relationships with others!

# SUMMER FUN FACTS!

With summer coming to an end, we thought it would be fun to share some interesting fun facts about this season, and some of its notable features, including flowers and the sun!

## DID YOU KNOW?

The average person eats about 20 pounds of ice cream in a year [according to the [United States Census Bureau](#)]!

Roses are related to apples, raspberries, cherries, peaches, plums, nectarines, pears and almonds [according to the [Gardening Channel](#)]!

While the Earth's sun is hot, reaching close to 27 million degrees Fahrenheit, it is not the hottest thing in the universe. Supernovas take that title, reaching a whopping 1.8 billion degrees Fahrenheit [according to [NASA](#) (supernova) [NASA](#) (sun)]!



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CONFERENCE

We hope you enjoyed the first issue of the 2024 Women of Isenberg Conference newsletter! We are so excited about what we have planned thus far and can't wait to continue the planning process. We promise a great day of content, networking, and bringing our community closer together.



@WOI\_CONFERENCE



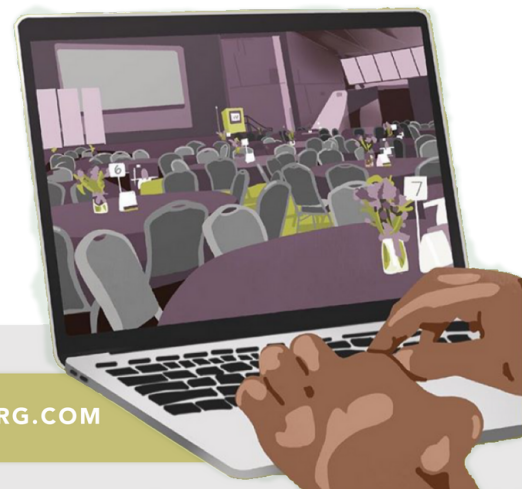
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