

# WOMEN OF ISENBERG NEWSLETTER

We hope everyone is enjoying winter break and the holiday season! The Women of Isenberg (Woi) Planning Committee is excited to share the December issue of our monthly newsletter.

This newsletter features:

- Registration & Ticket Sales
- Speaker Updates
- 2022 Woi Conference Panels
- Sponsorship Update
- Day-Of Conference Schedule
- Student Ambassadors
- Marketing Campaign

## WOI MISSION

Since 2014 and in 2022, our conference mission has and will continue to be to connect current UMass Amherst students with alumni, faculty, and corporate sponsors in a full-day professional development event. The Woi Conference creates a welcoming community for attendees from diverse backgrounds and industries to share experiences, foster confidence, and discuss the challenges we face as students in the classroom and women in the workplace.



**STAY  
CONNECTED!**

February 26th

## 2022 Women of Isenberg Conference

The 9th Annual Woi Conference themes are Growth, Change, and New Beginnings. We are planning for an in-person conference on February 26, 2022. Check out our [website](#) to see photos from our past in-person events.

With the uncertainty of the COVID-19 pandemic, the Woi team will have a virtual contingency plan in place. If a virtual conference is held, the conference content will be conducted over three, two and a half hour virtual events. We will monitor the pandemic closely and follow all of the same protocols as the University. We will keep everyone updated as the year goes on.

## WFUM Ticket Waivers

# REGISTRATION

2022 Women of Isenberg Conference Registration is open! The link to purchase tickets will be on our website: [womenofisenberg.com](http://womenofisenberg.com). If you register for this year's conference before January 31, 2021, the ticket will be \$20, and any tickets purchased after January 31st will be \$25. Buy your ticket soon as we have sold out quickly in past years!

## TABLING

During the months prior to the 2022 Women of Isenberg Conference, the Wol members will be tabling in the Isenberg Hub. Stop by to learn more about Women of Isenberg opportunities and events, information about the Conference, and ask any questions you may have. Registration and tickets will also be available during the tabling on Tuesdays, Wednesdays, and Thursdays from 9AM to 3PM. Tabling will start up again in the spring on January 25th until February 24th!

To continue with our Diversity and Inclusion initiatives, we are offering a limited number of WFUM Ticket Waivers for students who are interested in attending the Conference but may need financial assistance. The Ticket Waiver will cover the cost of admittance to the 2022 Wol Conference. Ticket waivers are sponsored by the Women for UMass Amherst Fund.

Women for UMass Amherst (WFUM) is a diverse volunteer network of UMass Amherst alumni focused on empowering all UMass Amherst women to achieve their personal, professional, and academic success through learning, leadership, and community. To learn more about WFUM, please visit their [website](#).



# SPEAKER UPDATE

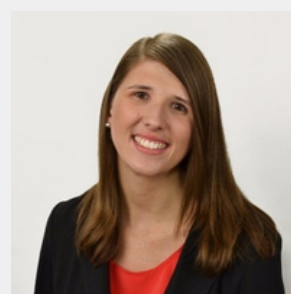
Wol is thrilled to announce numerous confirmed speakers for the 2022 Women of Isenberg Conference! Scroll to read about some of these featured speakers, and stay tuned on our social media to find out what panels they will be speaking on!



**REBECCA ALTER**  
**BS, Hospitality and  
Tourism Management '15**  
Account Manager, CVS Health



**ANIM AWEH**  
**BS, Public Health  
Science '11**  
Behavioral Health Specialist,  
Southside Medical Center



**LAUREN BAHN**  
**BBA, Marketing '13**  
Manager, Solution  
Consulting Academy,  
Oracle Netsuite



**ERIN  
BAUMGARTNER**

**BA, French '01**  
CEO, Family Dinner



**KIM BILAWCHUK**

**BBA, HR Management  
MBA, Organizational  
Studies '92**  
Owner, Career Coach, Kim  
Bilawchuk



**MICHELE BURCH**

**UMass MBA '96**  
Senior Lecturer Operations &  
Information Management,  
ISOM, UMass Amherst



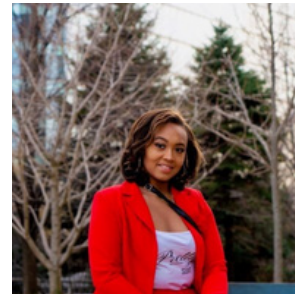
**NICOLE  
EIDELMAN**

**OIM & Legal Studies '19**  
JD Candidate, Suffolk  
University Law School



**MICHELE EQUALE**

**MBA, Business  
Administration and  
Management '13**  
Empower Retirement



**JAIDA FONFIELD**

**BA, Economics '21**  
Associate Account  
Executive, Epsilon



**CARLY FORCADE**

**MEd, Higher  
Education/Higher Education  
Administration '22**  
Program Manager,  
ISOM, UMass Amherst



**KATHLEEN  
RALLS**

**BA, Journalism '00**  
Founder/Executive, VEHIV



**JESSICA SANON**

**Bachelor's, Mathematics &  
Statistics '15**  
Owner/Founder of  
sySTEMatic flow;  
Owner of Jessica Sanon



**RACHEL SPATES**

**MS, Sports  
Management '05**  
Director, Communication,  
Sun Life



## MARIA SUCHER

**BS HTM,  
BBA Marketing '18**

Marketing/Events Manager,  
Wiley



## JUDIE VIGNA

**BS, Hotel, Restaurant and  
Travel Administration '89**

CEO, Specialized Career  
Guidance, LLC

# 2022 WOI CONFERENCE PANELS

Below is a selection of some of the panels and their descriptions that will be held during the 2022 Woi Conference in February! Stay updated on our social media to read about all of the panels that will take place.

## It's Okay To Be Undecided

In "It's Okay to be Undecided", panelists will share their own experiences with changing up career paths at different points in their lives and talk about their journey of finding what they love to do. They will discuss challenges and hardships faced when trying to navigate their career, how they found their path, and debunking myths about maintaining the same career for the rest of your life post-graduation. Panelists will provide advice and tips on how to deal with uncertainty, how to handle outside pressure, change your major, improve certain key skills, and find your passion.

## Inspiring a Culture of Belonging: How to be an Ally

Diversity, equity, and inclusion are some of the most important elements of any workforce. It is essential that organizations make the effort to represent and support employees from a wide range of backgrounds; but what happens when this support is not present in your organization?

In this panel, we will discuss strategies on how to help the workforce become more diverse and inclusive as well as the steps that one can take to contribute to the goal. We will explore resources to make individuals more aware about diversity, equity and inclusion and how employees can feel comfortable and confident in their own skin and in who they are as human beings as well as workplace professionals.

# Embracing Obstacles: The Opportunity to Try Again

In the words of Mark Twain: "Courage is resistance to fear, mastery of fear, not absence of fear." This panel will explore how to overcome the fear of failure and use those lessons to your advantage as you tackle new opportunities. Panelists will explain how they have dealt with failure in their lives and how they have gained the courage to pursue new opportunities despite it.

## Corporate Confidence: Radiating Self-Empowerment and Earning Respect

In Corporate Confidence: Radiating Self-Empowerment and Earning Respect, industry leaders will provide you with concrete tips on navigating your positive attributes and discovering what you are capable of bringing to the table. Panelists will present you advice on radiating confidence through body language and knowledge in your field. They will also share how they remained true to themselves and their respective opinions even in uncomfortable environments. These tools will enhance your image during interviews, networking, meetings, presentations, introductions and other professional settings.

**2022**

# SPONSORSHIP UPDATE

We are incredibly excited to announce an additional Bronze sponsor for the Women of Isenberg (Wol) 2022 Conference: WayFair. We greatly appreciate all of their support and look forward to having the company's presence for our conference!



**PLATINUM**



**BRONZE**



**SILVER**



# 2022 Wol Conference Schedule

## February 26, 2022

### Saturday

7 AM

7:15 - 8:15 AM

8 AM

**Check In & Continental Breakfast**

8:30 - 9:20 AM

9 AM

**Welcome & Keynote Speech**

9:30 - 10:20 AM

10 AM

**Breakout Session #1 (Panels)**

10:30 - 11:20 AM

11 AM

**Breakout Session #2 (Panels)**

11:20 - 11:50 AM

**Career Reception**

Noon

11:50 AM - 1:50 PM

1 PM

**Guided Luncheon Networking**

2 PM

2:00 - 2:50 PM

**Breakout Session #3 (Workshops)**

2:50 - 3:00 PM

3 PM

**Closing Speeches by Wol Members**

3:00 PM +

**Desert & Mingling**

The Women of Isenberg Planning Committee is excited to share the 2022 Wol Conference Day-Of Schedule! Although this schedule is subject to some minor changes, please stay updated with the most accurate schedule on our [website](#), and don't forget to add the Conference to your calendar!

### Annual Women of Isenberg Conference 2022

UMass Campus Center, Amherst, MA 01003

Saturday, Feb 26 7:15 AM to 3PM

The Wol conference will be held on February 26th, 2022 at the UMass Amherst Campus Center. Registration begins at 7:15 a.m., and the Keynote Speaker will kick off the day at 8:30 a.m. The day will conclude at 3:00 p.m. after the interactive workshops and closing remarks

S	M	T	W	T	F	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	1	2	3	4	5
6	7	8	9	10	11	12

# 2022 STUDENT AMBASSADORS

The WoI Student Ambassadors are a group of UMass Undergraduate students who are involved with the planning and execution of the 2022 WoI Conference including pre conference marketing - promoting the conference and assistance with registration; and day-of activities - moderating panel and workshop discussions, and providing general, logistical and technical support.



**AKSHITA CHAUDHRY**  
Psychology '23



**AMRITHA CHIVUKULA**  
Business '25



**GEORGIA DAVIS**  
Hospitality and Tourism  
Management '25



**MICHELLE GRASBERGER**  
Marketing '23



**NAVYA GUPTA**  
Marketing '23



**EMMA LEWANDOWSKI**  
Accounting '23



**ANN LIANG**  
Operations and Information  
Management '24



**PRISHA MARK**  
Marketing '25



**CLAUDIA MAZARIEGOS**  
Psychology '22



**NATALIA MCNAMARA**  
Management '24



**JENNA MELVIN**  
Sports Management '22



**KAMRAAN MOORE**  
Sports Management '23



**MEGHA PARIKH**  
Marketing '25



**ALEX RICHARDS**  
Economics '24



**OLIVIA SANTANGELO**  
Finance '24



**ALITA WANASILP**  
Marketing '24



**ALICE ZHANG**  
Finance '23



**ELLIE ZIEPER**  
Operations and Information  
Management '25



Keep your eyes open for these posts on social media from our Student Ambassadors!

# DEFINITION OF ME

2022 WOI CAMPAIGN

**women of isenberg** *noun (1)*

DEFINITION OF WOMEN OF ISENBERG

1) empowerment, community, and inspiration

Growth is not a linear process and the journey can leave you feeling lost. It is important for you to stay grounded in how you choose to define yourself and your life's work in order to stay on track. Experiences, positive or negative, can shape who you are as a person.

How do you define yourself? What qualities or words would be listed as your synonyms? We're asking our attendees, speakers, and sponsors to think of 3 qualities or words that are synonymous with themselves and help to build their "Definition of Me."

Wol's MarComm team worked hard to create the "Definition of Me" marketing campaign video.

[Watch it here!](#)



WOMEN OF ISENBERG  
CONFERENCE

We hope you enjoyed the December issue of the Women of Isenberg newsletter! Our newsletter can be found on our [website](#). Message us on social media to be added to our email list!



@WOI\_CONFERENCE



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