

WOMEN OF ISENBERG NEWSLETTER

The Women of Isenberg (Wol) Planning Committee is excited to share the February issue of our monthly newsletter. Over the course of the past month, our team has been working extra hard to prepare for our now virtual Conference. We are incredibly excited to finally see the event unfold on February 26th!

This newsletter features:

- Where are our speakers coming from?
- Virtual Conference and Registration Information
- 2022 Wol Conference Schedule
- Speaker & Panel/Workshop Matchup
- 2022 Wol Conference Workshop Descriptions
- Sponsorship
- Marketing Campaign

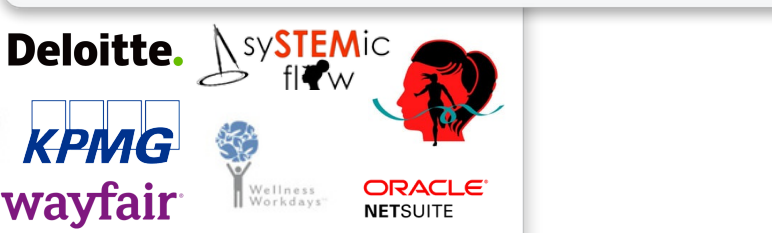
WOI MISSION

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 Wol 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.



WHERE ARE OUR SPEAKERS COMING FROM?

Over 40 speakers from 40 different companies, across a variety of industries and roles, will be joining us at the Conference. There will be lots of wisdom and experiences to be shared. Keep reading to learn more about the speakers, workshop hosts, and panelists who will be at the 2022 Wol Virtual Conference on February 26th!





2022 WOMEN OF ISENBURG VIRTUAL CONFERENCE

For the health and safety of our attendees, planning team, speakers, sponsors, alumni, students, faculty, and staff, we have decided to change our in-person 2022 Women of Isenberg Conference, to a Virtual Conference. Our entire programming will officially be moved online to Zoom.

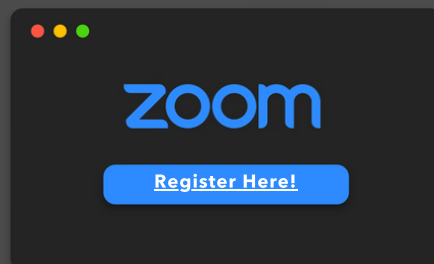
The Women of Isenberg mission has always been to provide informative and inspiring content, as well as foster connections and community. This goal will still be achieved in a virtual setting and we truly believe that the safest way to stay true to this goal is by transitioning to an online environment and therefore mitigating all potential Covid risk.

We want to be clear that this decision is on behalf of the Women of Isenberg Planning Committee (students and Advisors), and it is not indicative of the University's policies. We are thrilled to be heading back to in-person classes where masks can be worn and vaccination statuses confirmed. Our usual in-person conference is a robust event, with so many attendees traveling from in and out of state, as well as multiple meals and refreshments (enjoyed unmasked). Therefore, we believe that this is the safest decision for our community.

This virtual event will still take place on *Saturday, February 26th, 2022*, and will now be accessible from any location. We understand that this is somewhat disappointing news, but the planning team guarantees that the 2022 Wol Conference will still be exciting, informative, and include plenty of opportunities to network, connect and learn.

Please follow this [link](#) to register for the 2022 Virtual Women of Isenberg Conference. There is NO registration fee associated with this virtual event, and if you have already paid to register, you will be refunded. More details regarding registration and refunds are noted below. To learn more about our event, check out our website, womenofisenberg.com.

**CLICK
HERE TO
REGISTER
FOR FREE!**



Today

Notifications

WHAT HAPPENS IF I ALREADY REGISTERED?

Will I get my money back?

Yes! You will be refunded. The process will take a few days but if you purchased a ticket you will be refunded the full amount.

Do I have to register for the virtual conference too?

No. If you have already registered for the Wol Conference, you will be automatically registered for the Virtual Conference.

What date is the virtual conference?

The virtual conference will remain on the same day as the initial in-person event: **February 26, 2022.**

How do I keep up to date with changes?

Follow us on social media!
Instagram [@woiconference](#)
LinkedIn [@Women of Isenberg Conference](#)
Website Womenofisenberg.com

Who do I email if I have any questions or haven't received my refund?

womenofisenberg@isenberg.umass.edu

TIPS FOR SETTING UP YOUR VIRTUAL ENVIRONMENT



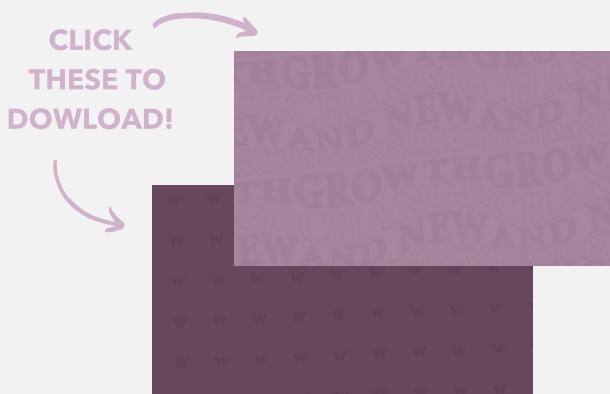
Over the past few years, one of the biggest obstacles has been transitioning to a virtual world. From learning, to meetings, to large-scale events, almost everything we do now is online. This has presented a common challenge: creating an appropriate virtual setting.

It's important to have an appropriate virtual setting when you plan to network and connect with new people, so our wonderful photographer, [Stephanie Berenson](#), has provided us with a list of tips that will not only help you look flattering in virtual photographs, but will help you look your best in any virtual environment.

- 1 Sit yourself facing a window for natural light. Make sure the light is not beaming right into your eyes or face though, as this will cause harsh lighting and will be difficult for you to see as well as for the viewers to see you.**
- 2 Minimize distractions behind you. Clear your background, put away any items, and remove bright decor.**
- 3 Ensure all fans/heaters are turned off to minimize sound distractions.**
- 4 Turn your computer screen brightness all the way up unless you wear glasses (see next point).**
- 5 If you wear glasses, lower your computer screen brightness so there is less reflection of the screen onto your glasses.**
- 6 Wear neutral colors (nothing neon, bright red, etc.) These colors will reflect back onto your skin and will change your skin coloring. Whites, creams, beige, tan, light pinks are all good neutral clothing options.**
- 7 Avoid wearing patterns on your clothing (both small and large patterns). These can show up on the computer screen as very distorted (especially small ones).**

If you follow these tips, you will be sure to stand out in every virtual event you attend! We encourage you all to follow these tips if you are attending the upcoming Wol Conference (hint hint...we will be taking virtual photography!)

If you are comfortable doing so, we highly encourage attendees to dress **Business Smart** and turn your videos on during the Zoom Meeting events, as **virtual photography will be taking place.**



ZOOM BACKGROUNDS

Our team has created a selection of two backgrounds for all attendees to use to create a non-distracting and professional background while attending the Wol Conference over Zoom. Feel free to download and use this background throughout the conference on February 26th!

PREPARING FOR THE CONFERENCE

Below are some important preparation steps to get the most out of your 2022 Wol Virtual Conference experience. Make sure to pick up your swag bag, submit your resume to the resume book, download the Attendify app, and attend the Wol Conference Prep WiB meeting!

1 FREE Swag Bag!

Wol members have been tabling in the Isenberg Hub since the start of the semester. Stop by to learn more about Women of Isenberg opportunities, events, and ask any questions you may have.

We also have an **exciting announcement**, if you are a student living on campus and have registered for the 2022 Women of Isenberg Virtual Conference, stop by to pick up your free bag full of Wol merchandise and sponsorship goodies. **Bring a U-Card or ID** to pick up your swag bag between **10 AM - 2 PM on February 22nd, 23rd, or 24th**, at the Wol table next to the stars in the Isenberg Hub!



2 Submit Your Resume

The Wol team is proud to announce that we have ten companies supporting our upcoming events. If you would like your resume to be accessible by the recruiters attending the events, please submit your one-page resume to our **resume book on Handshake**.

First upload your resume to Handshake by clicking on "Documents." Once it's uploaded, click on "Quick Apply" to submit your resume to the "Resume Book Submission for 2022 Women of Isenberg Conference."

3 WiB Meeting on February 22nd

Attend the WiB meeting in the **Flavin Auditorium on February 22nd** to spend an hour preparing with your peers for the upcoming Wol Conference! During this meeting, some Women of Isenberg Planning Committee members will be asked questions in a panel-like session, and then all Wol and WiB members will network with each other with moderated questions. Come to this meeting to learn more about the Conference, what you will gain from attending, and network with your peers!

4 Download Attendify

We are excited to announce our use again for the 2022 Women of Isenberg Conference Attendify app! In the past and in-person, we have provided a printed program guide to every attendee, which included the day-of schedule, speaker biographies, panel descriptions, and sponsor information. However, to stay true to our sustainability initiatives this year, we chose to utilize a mobile application called “Attendify” to display all of this information in a more environmentally friendly way. Attendees of the 2020 Wol Conference might recognize this platform! If you sign up for Attendify, you will be given the opportunity to **be entered into a raffle for some fun prizes!**

Please Download the mobile application “Attendify” from the App Store or Google Play prior to the 2022 Wol Conference to ensure you'll have the best possible experience!

Setting Up Your Account

Please ensure that your location services are turned on in order to use the app.

After downloading and opening Attendify, sign up or log in by tapping the corresponding button at the top or bottom of the page and use the email address you used to register for the Wol Conference to create a profile. Search “The 2022 Women of Isenberg Conference” and then click the “Join” button at the bottom of the page to get a sneak peek at the event information!

Day-of Schedule:

1. Swipe right on the Activity Feed page.
2. Swipe down to the “Schedule” section.
3. Click “Schedule” and the app will show the whole Wol Conference schedule.

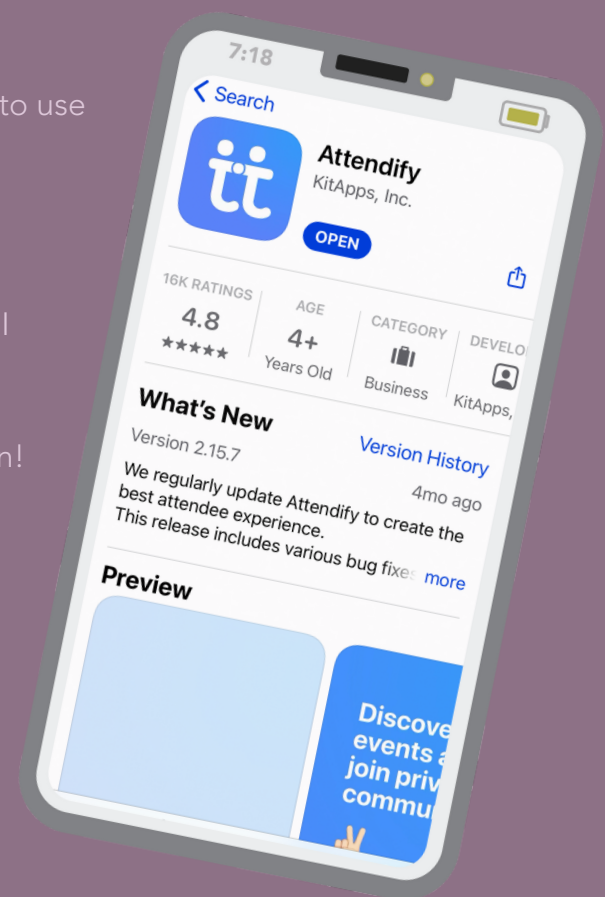
Panel Descriptions and Speaker Information:

1. Swipe right on the Activity Feed page.
2. Swipe down to the “Speaker” section.
3. Click on a speaker to view their biography and their Breakout Session information.

Sponsor Information:

1. Swipe right on the Activity Feed page.
2. Swipe down to the “Sponsor” section.
3. Click on each Sponsor page to view more information about our 2022 Women of Isenberg Conference supporters.

You can access Attendify’s website for support at <https://attendify.com>. In addition, there will be a student representative who can help sort through any technical difficulties. Please email any questions to womenofisenberg@isenberg.umass.edu!



2022 WoI Conference Schedule

February 26, 2022
Saturday

Saturday, Feb 26

9:30 AM to 4PM

<https://umass-amherst.zoom.us/>

The Women of Isenberg Planning Committee is excited to share the 2022 WoI Conference Virtual 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!

9 AM

9:30 AM - 11:00 AM

Session #1

Keynote Speech
Inspiring a Culture of Belonging Panel

10 AM

11 AM

11:15 AM - 12:30 PM

Session #2

Raytheon Technologies Panel
Panel Breakout Session A

Noon

12:30 PM - 1:30 PM

Lunch Break

1 PM

1:30 PM - 2:45 PM

Session #3

Workshop Breakout Session
Career Reception

2 PM

3 PM

3:00 PM - 4:00 PM

Session #4

Panel Breakout Session B
Closing Remarks

4 PM

Panel Breakout Session A

The New Technological Landscape
Taking on Transitions
Gender Representation in the Workplace
Corporate Confidence

Workshop Breakout Session

Be Clear In Your Career
Healthy Minds, Healthy Lives
Becoming the Best You
Design Thinking
Financing Your Life After College

Panel Breakout Session B

It's Okay to be Undecided
Investing in Yourself
Defining Success
Embracing Obstacles

SPEAKERS, PANELISTS, AND WORKSHOP HOSTS

KEYNOTE SPEECH 9:30 AM

with Shantel Palacio

Inspiring a Culture of Belonging: How to be an Ally

Maria Sucher (Wiley)

Zae Valera (ISOM, UMass Amherst)

Kathy Lopes (Newton Public Schools)

Organization Resilience Panel with Raytheon Technologies

Moderated by Michele Equale (Empower Retirement)

Tara O'Keefe (RTX)

Stefanie Wagner (RTX)

Panel Breakout Session A* choose ONE to attend

Gender Representation in the Workplace

Erin McDermott (Harvard University)

Kathleen Ralls (VEHICLE)

Michelle Alter (NewStore, Inc.)

Mylynn Lam (PwC)

Corporate Confidence

Jenny Dell (CBS Reporter)

Lise Lawrence (International OCD Foundation)

Debra Wein (Wellness Workdays)

Kathryn Holt (BDO)

Catheryn Chacon (EY)

New Technological Landscape

Erin Baumgartner (Family Dinner)

Zaileen Janmohammed (LA28)

Lauren Bahn (Oracle Netsuite)

Sue Keegan (RTX)

Taking on Transitions

Rebecca Alter (CVS Health)

Claudia Mott (Epona Financial Services)

Nina Carrara (Visier Inc.)

Kelly McGovern (Deloitte)

Workshop Breakout Session* choose ONE to attend

Be Clear In Your Career

with Kim Bilawchuk (Kim Bilawchuk)

Healthy Minds, Healthy Lives

with Anim Aweh (Southside Medical Center)

Becoming the Best You

with Amy Pocsik (Bold Moves by Amy Pocsik)

Design Thinking

with Emily Must (ISOM, UMass Amherst)

Financing Your Life After College

with Smart About Money (SAM)

Elana Sadok

Nicole Eidelman

Panel Breakout Session B* choose ONE to attend

It's Okay to be Undecided

Christina Roth (College Diabetes Network)

Judi Vigna (Specialized Career Guidance, LLC)

Letisha Amuwo (Community Outreach at Girls, Inc.)

Christina Gandolfo (RTX)

Defining Success

Emily Livingston (Systems Evolution, Inc.)

Rachel Spates (Sun Life)

Jacqueline Tatarzycki (Independent Financial Consultant)

Olga Alemany (RSM)

Karen DesRosiers (TJX)

Investing in Yourself

Jessica Sanon (sySTEMatic flow)

Michele Burch (ISOM, UMass Amherst)

Nicole Tessein (RSM)

Kristin Filippelli (Wayfair)

Embracing Obstacles

Jaida Fonfield (Epsilon)

Karen Peters (New England Wire Products)

Sasha Hanegby (Citi)

Maria Tesoro-Reyes (KPMG)

2022 WOI CONFERENCE WORKSHOPS

Check out the Woi website and the [December 2021](#) and [January 2022](#) newsletters to read the descriptions of the nine panels for the 2022 Woi Virtual Conference. Below are the descriptions for the five workshops that will be held during the conference. Read the descriptions prior to the conference, and be prepared to choose which workshop you would like to attend on the day-of!

BECOMING THE BEST YOU

with Amy Pocsik

The biggest obstacle towards living the life you dream of is you. Everyone is capable of changing the course of their life towards the direction of their goals, but the question for us all is how? This workshop will introduce a toolkit that will guide you with ease towards reaching your full potential. The key to it all is figuring out how to own yourself with confidence and putting yourself first. With this power of self awareness, you will learn to take control and be the leader of your own life.

BE CLEAR IN YOUR CAREER:

IMPLEMENTING MINDFULNESS INTO YOUR JOB SEARCH

with Kim Bilawchuk

Obstacles will consistently be a part of life. No matter who you are, you will encounter various changes and unexpected situations whether it is in your personal life, career, or academics. For example, a common obstacle everyone faces today is the COVID-19 pandemic. But, no matter what life throws at you, your mindset and your actions will determine how you overcome challenges.

In this workshop, you will discover techniques to stay mindful of your personal journey through life. You will experience the benefits of recharging yourself and connecting with others to bond over common struggles. Attend this workshop to see how your mindfulness of the present allows you to pave your way into the future.

DESIGN THINKING: TRANSFORMING TEAMS

with Emily Must

We step into new situations everyday, and face challenges where we least expect them. These challenges can arise on both the individual and team level, but having the right skill sets to adapt to these scenarios is imperative for the success of a project, team, etc. Design thinking is a greater phenomenon that allows us to develop out-of-the-box solutions for these challenges.

This workshop will teach you how to effectively solve problems in group settings utilizing the power of empathy. You will learn how to reframe problems as opportunities and use the design thinking steps to enhance your adaptability and awareness.

HEALTHY MINDS, HEALTHY LIVES: TAKING CARE OF YOU FOR YOU

with Anim Aweh

In the ever-changing world we are living in today, it can be difficult to see the light and trust that you are on the right path. It is very important to feel grounded and comfortable in yourself and your surroundings especially during the additional adversity we are all facing: the COVID-19 pandemic. Recently, a new emphasis has been put on mental health awareness as we adjust to our new and changing school, work and home circumstances. The business and professional world can be intimidating. Therefore, entering the workplace as young professionals can lead to additional stress, imposter syndrome, and an unhealthy work-life balance putting your mental health at risk.

This workshop will aim to raise awareness of mental health, help erase the stigma surrounding it, and discuss ways to be supportive in your personal and professional environment. You will learn proactive tips and tricks to alter your habits in life to create more positive change. As well as, validating your feelings, emotions, and anxiety to help understand your mental health needs. You will also hear how to create your own support networks, develop a healthy work-life balance and say no when necessary, even when working a stressful job.

FINANCING YOUR LIFE AFTER COLLEGE

with Smart About Money (Elana Sadok and Nicole Eidelman)

In Financing Your Life After College, the hosts will discuss leveraging a starting salary to budget living expenses. This workshop will strengthen your financial literacy skills in order to set you up for success. Hosts will offer strategies for saving for retirement, paying off student loans, planning for the unanticipated, and budgeting for your next big trip! You will be taken through the 50/30/20 rule which will serve as a tool to structure your personal finances. You will have a chance to set up your monthly budget and get a holistic view of your future expenses, based on the Isenberg average salary to begin building your dream life.

2022

SPONSORSHIP

The graphic displays three levels of sponsorship: Platinum, Bronze, and Silver. The Platinum level features the Raytheon Technologies logo. The Bronze level includes logos for TJX (with sub-logos for tymax, Marshalls, HomeGoods, and SIERRA), wayfair, Deloitte, EY (with the tagline 'Building a better working world'), citi, BDO, KPMG, and pwc. The Silver level features the RSM logo.

DEFINITION OF ME

2022 WOI CAMPAIGN

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."

women of isenberg *noun (1)*
DEFINITION OF WOMEN OF ISENBERG

1) empowerment, community, and inspiration

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

[Watch it here!](#)

CHAARG *noun (1)*

DEFINITION OF CHAARG

1) empowering, compassion, family, and strong

Changing Health, Attitudes, + Actions To Recreate Girls (CHAARG) *n.*

We chose these words to describe our organization because CHAARG exemplifies all that it means to be a CHAARGie. When you join CHAARG, you become part of something more than just a club, you are empowered to be your best self, you are allowed to be powerful, but you have compassion for yourself. You become part of our family.



WOMEN OF ISENBERG
CONFERENCE

We hope you enjoyed the February 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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