

WOMEN OF ISENBURG NEWSLETTER

Happy New Year everyone! The 2023 Women of Isenberg (Wol) Planning Committee is excited to share the January issue of our monthly newsletter.

This newsletter features:

- Registration & WFUM Ticket Waiver
- Keynote Announcement
- Speaker Update
- Meet the 2023 Student Ambassadors
- Meet the 2023 Community Council Members
- Club Collaboration Overview
- Panel Preview
- Winter Break Activities
- Spring Semester Preparation
- 2023 Sponsorship



STAY
CONNECTED!

WOI MISSION

Since 2014 and in 2023, our conference mission 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.

REGISTRATION

March 25th, 2023 is just around the corner! If you have not registered yet, click [here](#) to purchase your ticket. If you register for this year's conference before February 28, 2023, you will receive the early bird ticket price special of \$20. Any tickets purchased after February 28th, 2023 will be \$25. We recommend buying your ticket soon, as tickets sell out quickly.

Women for UMass is offering a limited number of ticket waivers for those who are interested in attending the Wol conference but may need financial assistance. The ticket waiver will cover the cost of admittance to the 2023 Wol Conference, click [here](#) to apply!

**AMY
SHECTER**

**2023
KEY
NOTE**

We are thrilled to announce our keynote speaker for the 2023 WoI Conference: Amy Shecter!

Amy brings a distinguished record of enterprise leadership and business success in the beauty, fashion, and fitness industry to her CEO role at Ever/Body, a personalized aesthetic dermatology company.

As a 4x CEO and President, she has transformed industry-disruptive brands positioned at the intersection of technology and multichannel retail. Her experience spans consumer goods and services across beauty, fitness, and fashion industries. With a proven track record in creating scalable businesses and lifestyle brands.



Under Amy's leadership, Ever/Body grew the business by 123% YOY, and launched a first-of-its-kind enhanced education program to support the brand's mission of supporting each client on their personal beauty journey. Amy raised \$90 million dollars in back to back raises in less than a year which has only been accomplished by a handful of women in the venture capital fundraising world.

Prior to joining Ever/Body, Amy was the CEO of GLAMSQUAD, a technology-powered, consumer-focused company that provides on-demand, at-home beauty services. At GLAMSQUAD, she rapidly scaled the business, opened new markets, launched proprietary technology, forged strategic partnerships and launched branded products with QVC and CVS.

Prior to GLAMSQUAD, Amy was the CEO of CorePower Yoga, President of C. Wonder, and held several senior executive roles at Cole Haan, DKNY and Tory Burch. Amy began her career at Bloomingdale's.

Amy received a Bachelor of Science degree in Fashion Marketing from the University of Massachusetts at Amherst in 1982.

2023 PANEL SPEAKERS UPDATE

Wol is thrilled to announce numerous confirmed speakers for the 2023 Women of Isenberg Conference! Scroll to read about some of these featured speakers, and view our speakers' biographies [here](#). Stay tuned on our website and social media to find out what panels they will be speaking on!



CARLA JAMES

UMass '01

CEO of Solidus Technical Solutions



KARINA HEROLD

UMass MBA '08

Vice President of Major Event - Los Angeles Sports & Entertainment Commission



FRAN HUTCHINS

UMass MBA '13

Executive Director of Equality Federation



NINA CARRARA

UMass '90

Independent Consultant



SADE LUWOYE

UMass '15

Senior Specialist Systems Engineer at L3Harris Technologies



MELISSA SPARR

UMass '79

Head of Benefits, Compensation, HRIS and Payroll at The NPD Group L.P.



KAREN PETERS

UMass '87

VP of Business Administration at New England Wire Products



XIOMARA ALBÁN DELOBATO

UNH '10

Chief of Staff at Western Mass Economic Development Council



KOKUI ADESOKAN

UMass '09

Technical Project Manager at Bridgewater Associates



JUDI VIGNA

UMass '89

CEO of Specialized Career Guidance LLC



ELIZA PESUIT

UMass '08

Executive Director of Global Glimpse



MARGERY PIERCEY

UMass '84

CFO/ COO of Mass Insight Education & Research Institute, Inc.



DEBRA WEIN

Columbia University MS

CEO & Founder of Wellness Workdays



TANYA NESLUSAN

UMass '96

Executive Director of MassEquality



SABRINA VICTOR

UMass '18

Sabrina Victor - Actor, Speaker, Graduate Student

2023 STUDENT AMBASSADORS

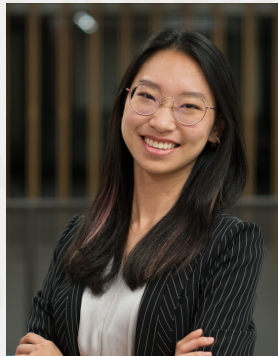
The Wol Student Ambassadors are a group of UMass students who are involved with the planning and execution of the 2023 Wol Conference. Pre-conference responsibilities include creating Wol's content questions and panel introductions, as well as communicating with diverse groups at UMass to promote the conference and share our mission. Student ambassadors provide exceptional day-of conference operational support; including panel and workshop moderation, assistance with registration, technological support, as well as offer overall content advice in the areas of DEI.

Senior Ambassadors



GEORGIA DAVIS

Hospitality & Tourism
Management '25



ALICE ZHANG

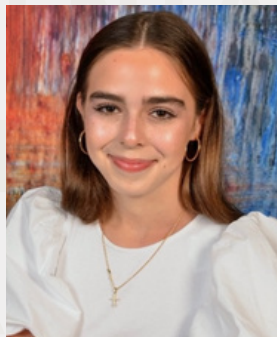
Finance & Math Double
Major '23



SUSAN UBOGOU

Computer Science & Operations and
Information Management Double Major
'24

Technology Ambassadors



MARIANNA MELAMUD

Finance & Managerial Economics
Double Major '25



ALITA WANASLIP

Operations & Information
Management '24

DEI Ambassadors



CHELSEA OKEME

Management & Economics
Double Major '25



JASMINE NGUYEN

Operations & Information
Management '25



ADITI KUDVA

Management and Political
Science Double Major '26

Moderators



HIMANI KASHYAP

Masters in Business Analytics



NIKOLETTA TAVITIAN

Operations and Information Management '25



OLIVIA NISENBAUM

Finance '25



STEPHANIE BELL

Finance '25



MEREDITH GREAYER

Mathematics- Data Science Concentration '25



SIYA GUNDA

Marketing '26



KATIE CASTILLO

Sports Management & Legal Studies Double Major '25



BROOKE LEIFER

Business '26



JENNY MCNAUGHTON

Marketing '24



KAT KELLEY

Operations and Information Management '26



SOPHIA GERVASI

Managerial Economics '26



AMRITHA CHIVIKULA

Operations and Information Management & Geography Double Major '25



SABRINA TERSONI

Management '25



ANTHONELLA TAVAREZ

HERNANDEZ

Business '26

2023 COMMUNITY COUNCIL

The Wol Student Ambassadors are a group of UMass Undergraduate students who are involved with the planning and execution of the 2023 Wol Conference. Community Council members are responsible for brainstorming innovative ideas, revising content, enhancing community outreach, and have exclusive access to community networking events. This year, the Community Council members have a focus in one of three Wol sub-groups: Marketing Communications, Day of Operations, the Integration of Diversity, Equity and Inclusion for the conference - all centered around Wol's branding and content. Marcomm, Operations & DEI.

Marcomm



KAYLIN FIGUEROA
Marketing '24



OLIVIA CAMMALLERI
Marketing '26



CARLY TAVANO
Marketing '24



LAUREN HEYE
Marketing '26



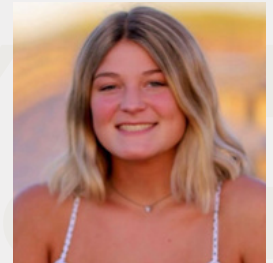
GRACE BUEHLER
Marketing & Hospitality and
Tourism Management '24



NATALIA VOLOSHCHAK
Marketing '26



CARRIE CORDER
Communications '25



SYDNEY LAUER
Marketing '25



LILY LYADOVA
Finance '26



EDEN WILLIAMS BERGEN
Marketing '25

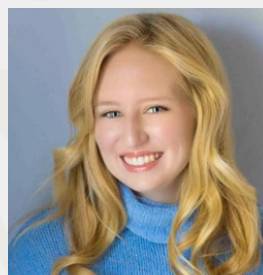
Operations



ABBEY O'NEIL
Finance '25



JILLIAN WHITE
Operations and Information
Management '23



OLIVIA VADNAIS
Marketing '25



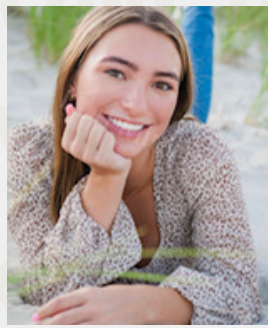
THAMAR L. PIERRE-LOUIS
Finance '25



HAILEY CHAU
Business '26



ACHAN WOL
Finance '25



OLIVIA LEWIS
Marketing '26



SHAKILA SIVARAJAN
Managerial Economics
'25



LAUREN SCHULZ
Hospitality & Tourism
Management '25



AYESHA DEVANI
Marketing '25

DEI



ELANA SADOK
Finance & Nutrition Double
Major '23



PASANT ABDELMESEIH
Operation and
Information Management
'26



BRIANNA CASTELLO
Operation and Information
Management '26



HARNEET KAUR
Marketing '24



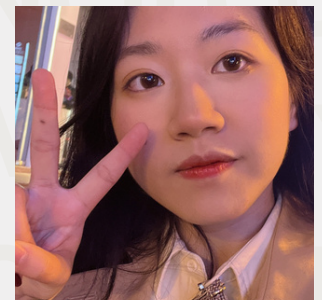
MAGGIE O'BRIEN
Finance '25



JING CHEN
Operation and
Information Management
'25



ABBY REDDIVARI
Management and Legal
Studies Double Major
'26



SIYAN LIN
Computer Science '24

CLUB COLLABORATION RECAP

Over the course of the fall semester the Women of Isenberg Planning Committee collaborated with three Isenberg clubs on campus.

First, Wol and the Isenberg Marketing Club hosted a collaborative evening that emphasized innovation and teamwork by challenging all attendees to create a go-to-market plan for an event. In a larger group setting, we brainstormed/defined the facts and tactics that lead towards a successful marketing campaign and then we tasked everyone to create their own marketing campaigns and go to market strategies in smaller teams. We encouraged teams to consider: how to outreach to possible registrants and secure their buy-in. The event showcased the various groups' ideas and creativity and concluded with presentations made to a group of judges who then determined which event was the best. they were more likely to attend/frequent..

Later on in the semester, the Women of Isenberg Planning Committee and Pi Rho chapter of Delta Sigma Pi put on a collaboration event in order to facilitate conversations about diversity, equity, and inclusion (DEI). The goal of the evening was to bring light to the more difficult conversations pertaining to DEI. We encouraged everyone to internalize what DEI means to them and how they can actively work to be an ally and keep DEI in the forefront of their minds. We hope to increase awareness on some overlooked ideas of diversity and what it means, as well as create a safe space for everyone to learn and ask questions without judgment. Diversity, equity, and inclusion is more than just a conversation and with this event we educated others on being inclusive and understanding what that means on an individual and community level.

Our final collaboration, on Thursday, December 1st, the Women of Isenberg Planning Committee hosted a meditation night in collaboration with Women in Business. The purpose of this event was to prepare students for the demands of final exams--to consider the importance of: relieving stress, taking time for themselves and relaxation. In the likely chaos of end of the semester activities, it was our mission to encourage everyone to take some deep breaths, be self-aware of the demands placed upon them and to slow down - if just a bit. Wol is so appreciative of our collaboration with these 3 clubs. Shoutout to our passionate and intelligent Director of Community Outreach: Megha Parikh, on her leadership in the creation of these club collaborations.



September 27, 2022



November 9, 2022



December 1, 2022

2023 PANEL PREVIEW

Passion to Purpose

"Follow your passions." Although this phrase appears simple, it can feel difficult to align your passions with your career goals. However, earning income and finding a job that drives you to success do not have to be mutually exclusive. There are so many different ways you can imbed your passions into your career. This panel features professionals who have found an intersection between their passions and a stable career.

Speakers will offer suggestions on navigating professional industries to fit your interests and weighing the pros and cons of following a passion. Additionally, panelists will discuss the ways in which they have consistently stayed true to themselves by incorporating what they love into their professional lives.

SPRING SEMESTER PREPARATION

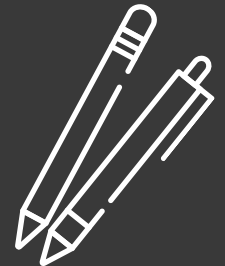
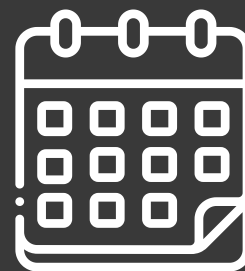
Winter break is a great time for reflecting on your fall semester, organizing your academic and personal goals, and prioritizing your self-care. It is important to get a head-start on your responsibilities for the spring semester. So, the Wol Planning Committee has put together a list of activities that will help prepare you for the spring.

- Read all of the syllabi for your classes as soon as they get posted
- Prepare calendars with all your classes, extracurriculars, and events to prioritize
- Organize your room and create an organized space where you will complete your work
- Purchase or create a planner that will help you organize your personal and school schedules
- Start getting into your routine before the first day so your mentally and physically prepared come the first day of classes
- Make a list of your personal goals for the semester
- Revise your resume
- Register for the 10th Annual Women of Isenberg Conference

WINTER BREAK ACTIVITIES

We hope you have been enjoying your winter break just as much as we are! With the extended break, it can be fun to try new activities and implement new habits to be the best version of yourself. Therefore, the Wol Planning Committee has put together a list of activities you can consider participating in over winter break.

- 1 Go skiing with friends or family
- 2 Read a new book
- 3 Start an artistic hobby (photography, drawing, crochet)
- 4 Cook a new meal
- 5 Watch a movie with family
- 6 Visit a new local food spot
- 7 Join a fitness group (yoga, lifting, pilates, cycling)
- 8 Go through your wardrobe and donate anything you want to get rid of



THANK YOU TO OUR 2023 SPONSORS

PLATINUM



SILVER

BRONZE



WOMEN OF ISENBERG
CONFERENCE 2023

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



@WOI_CONFERENCE



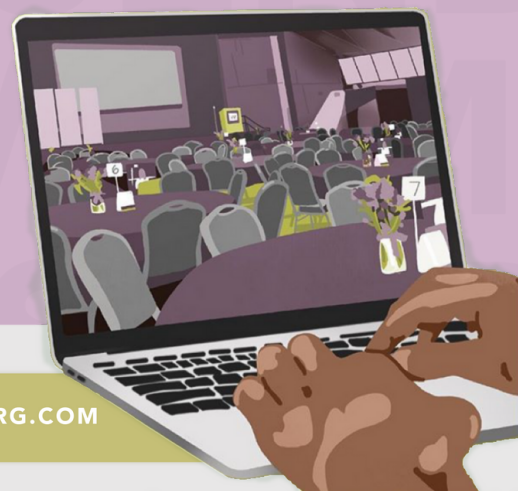
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