

# WOMEN OF ISENBERG NEWSLETTER

Happy Thanksgiving everyone! The Women of Isenberg (Wol) Planning Committee is excited to share the November issue of our monthly newsletter.

This newsletter features:

- Speaker Updates
- The 2022 Women of Isenberg Conference Marketing Campaign
- Community Council Newsletter Feature
- Wol Conference Tabling
- Sponsorship Update
- Tips for Finals
- Wol Summer Hobbies

## 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.

## SPEAKER UPDATE

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



## MICHELLE ALTER

**UMass OIM '11**

Retail Success Manager at NewStore, Inc.



## LETISHA AMUWO

**UMass Psychology '12**

Director of Community Outreach at Girls Inc.



## NINA CARRARA

**UMass Marketing '90**

Director of Global Marketing Events at Visier Inc.



## JENNY DELL

**UMass Sports Management & HTM '07**

NFL on CBS Reporter



## ZAILEEN JANMOHAMED

**UMass Sports Management '05**

Head of Partnership Development & Innovations at LA28



## LISE LAWRENCE

**UMass Business Arts & Film '06**

International Event Manager at International OCD Foundation



## EMILY LIVINGSTON

**UMass Finance & OIM '00**

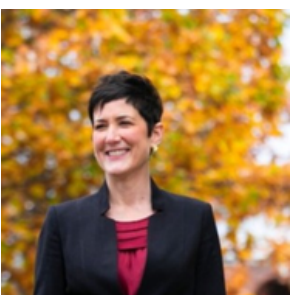
Principal at Systems Evolution, Inc.



## KATHY LOPES

**UMass Sociology & Political Science '01**

Director of DEI at Newton Public Schools



## ERIN MCDERMOTT

**UMass Sports Management '96**

Director of Athletics at Harvard University



## CLAUDIA MOTT

**UMass Organizational Behavior '80**

Certified Financial Planner at Epona Financial Services



## KAREN PETERS

UMass Political Science & Government '87

VP of Business Administration at New England Wire Products



## AMY POCSIK

UMass Accounting '06

CEO & Founder of Bold Moves by Amy Pocsik



## CHRISTINA ROTH

UMass Psychology '11

CEO/Founder of College Diabetes Network



## JACQUELINE TATARZYCKI

UMass Accounting '11

Independent Financial Consultant



## ZAE VALERA

Framingham State University '18

Program Coordinator of Diversity and Inclusion at ISOM UMass



## DEBRA WEIN

Cornell '90

CEO/Founder of Wellness Workdays

# 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."



# 2022 COMMUNITY COUNCIL

The Wol Community Council is a group of UMass Undergraduate and Graduate students who are involved with the Women of Isenberg Conference planning process! Community Council members assist with content and speaker brainstorming, and enjoy exclusive access to community networking events.

**I joined the Wol Community Council...**



**MISTY J ALTHIZER**  
MBA

...to support our current Women Leaders for future ones.



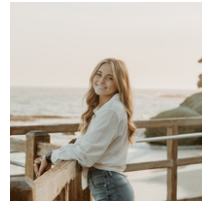
**GAURI ARVIND**  
Operations and Information Management & Computer Science '25

...to empower fellow students to achieve their professional goals.



**CLAUDIA BAUMAN**  
MS in Business Analytics

...to join a community of like minded people!



**KATIE CASTILLO**  
Sports Management '25

...to empower fellow students to achieve their professional goals.



**OLIVIA COELHO**  
Communication '23

...to meet new people and build connections.



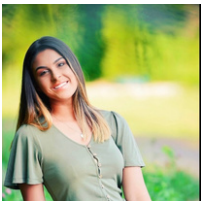
**REESE DEVINCENZI**  
Undecided Business '25

...to become part of a diverse and empowered group of people within the UMass Amherst community.



**ELIZABETH FOLEY**  
Operations and Information Management '24

...to see the behind the scenes of planning the conference, and to get more involved in the Isenberg community.



**JULIA JIMENEZ**  
Finance '24

...because I agree strongly with their motives and beliefs, and want to join in on the good things they do for the community.



**EMME KINDLAN**  
Communication '25

...to network and connect with likeminded people and help plan the conference, learning new things along the way.



**AMBER LEE**  
MBA, Healthcare Administration

...to provide the thoughts, challenges, and value discussions related to healthcare.



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

...mission of women empowerment and the sense of inclusive environment



**AINE MCMAHON**  
Finance '23

...to be a part of an impactful group of students and to help carry out a meaningful and rewarding program this spring.



**KAILA NELSON**  
Economics '24

...to gain experience in paneling and networking and to see the behind the scenes of such a successful conference.



**VY NGUYEN**  
Finance '23

...to be a part of something that will make a difference and impact someone's career and life.



**MEGHA PARIKH**  
Marketing '25

...to meet new people and diversify my knowledge on various topics



**VANDANA PATEL**  
Economics '24

...to get involved in a more supportive community that is continuously empowering and creating opportunities for women at UMass and beyond.



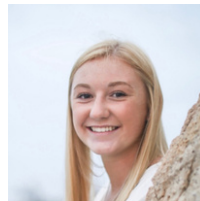
**KARLEY PECKHAM**  
Finance '23

...because I thought it would be the perfect way to not only get more involved but also make connections!



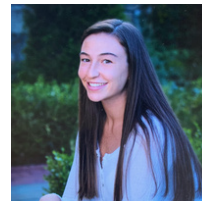
**VANESSA RAFOZA**  
Finance '23

...because it is so rewarding and inspiring to be a part of such a great team.



**SARAH REBLIN**  
Hospitality and Tourism Management '25

...to further explore the opportunities that Isenberg has to offer, as well as to meet new people along the way.

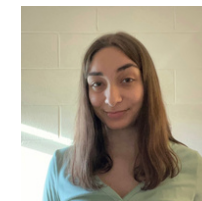


**JILLIAN WHITE**  
Operations and Information Management '23

...to work with and network with successful business leaders and students and to connect with current students.



Keep your eyes open for these posts on social media from our Community Council members!



**DANAE ZADEL**  
Marketing '24

...to be involved in the planning process of the conference among a supportive and collaborative group of women.



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

...the Planning Committee ran the conference so professionally and I knew I could learn so much from having a role in the Community Council program.



# REGISTRATION

## 2022 WOI CONFERENCE

2022 Women of Isenberg Conference registration opens **November 29th, 2021**! The link to purchase tickets will be on our [website](#). 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.

# TABLING

STARTING NOVEMBER 29TH

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 begin on November 30th until December 9th, and start up again in the spring on January 25th until February 24th!

# Tips for Finals

Below is a recap of tips from the Wol Tips & Treats event in case you missed it!

- 1 Make sure to block off time to study every day leading up to an exam to reduce stress.  
  
If you need any help with course registration, questions about finals, or anything academic related, make an appointment with a Chase [Career Coach](#) or [Career Peer](#) before the semester ends!
- 2
- 3 Develop a solid morning and night routine to stay organized and on top of your final projects and exams.
- 4 Make sure to take breaks throughout the day to refresh your mind by taking a walk or eating a quick snack.
- 5 Try to get at least 8 hours of sleep every night to ensure an alert brain.

# 2022

# SPONSORSHIP UPDATE

SILVER

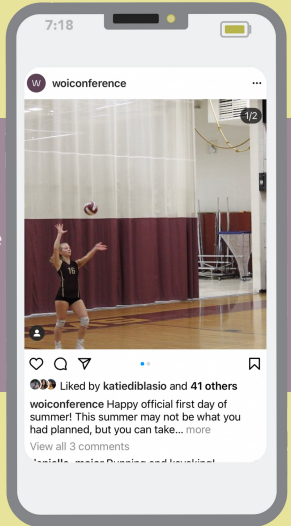
We are incredibly excited to announce our Silver sponsor for the Women of Isenberg (Wol) 2022 Conference: RSM. We greatly appreciate all their support, especially after years of devotion to the Wol Conference!



# WOI SUMMER HOBBIES

OPS COMMITTEE MEMBER **MADDI**

“I started playing volleyball in high school and instantly fell in love with the sport.” She enjoys playing volleyball with friends and family, playing on the beach, and coaching younger kids!



**SARAH** OPS COMMITTEE MEMBER

“My time spent outside of Isenberg is spent pursuing my passion for architecture. My favorite hobby is building upon my portfolio. It excites me that I eventually will be able to make a career out of something that is driven by my heart.”

VP OF MARCOMM **RANIYA**

“Art is a passion of mine and it is an incredibly therapeutic hobby for me. I slip into my own world, create anything from my imagination, and make it come to life. I love using a variety of mediums — acrylic, colored pencil, charcoal, and pastel! These are some of my favorite pieces.”



WOMEN OF ISENBURG  
CONFERENCE

We hope you enjoyed the November 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!



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